

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. F. ROWELL & Co., Publishers, 10 SPRUCE ST., N. Y. C.

VOL. XXXI.

NEW YORK, MAY 2, 1900.

NO. 5.

The Notable Medal

given the



PHILA-
DELPHIA
RECORD

by the

NATIONAL
EXPORT
EXPOSITION



Philadelphia's Greatest Newspaper

The Norwegians

are a thrifty, prosperous people. They live well, and, compared to other foreign-born classes, they spend money freely.

THE DECORAH POSTEN

is the home paper of the Norwegians of America.

Among Scandinavian publications it has the

**LARGEST CIRCULATION
ON EARTH.**

EVERY ISSUE EXCEEDS THIRTY - SEVEN
THOUSAND COPIES.

We will pay One Thousand Dollars in cash to any advertiser in the *Posten* if we cannot, at his request, prove that our circulation claims are true.

B. ANUNDSEN, Publisher,

No "objectionable ads" carried.

Decorah, Ia.

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ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

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SYSTEMATIC MAIL-ORDER ADVERTISING.

By W. S. Hamburger.

In the past few years the mail-order business has grown by great leaps and bounds. Hundreds of concerns, attracted by the brilliant successes made in the mail-order field, have entered it, only to fail. In many cases the proposition has been at fault—but the chief trouble seems to have been a lamentable lack of system in the office.

There are many facts in connection with a mail-order business which the advertiser must know in order to spend his money intelligently. He must know how much each inquiry costs him, how much he must spend to sell a dollar's worth of goods, what proportion the orders bear to the inquiries—he must know these facts for each publication on his list.

The first requisite in mail-order advertising is a method of tracing the source of each inquiry, and the second, a simple method of according and tabulating these results. Without this, the best and most attractive mail-order proposition must lose money. Every list of publications contains some dead wood—the problem is to detect the publications that do not pay.

Where the advertiser expects direct orders from his advertising a simple method of keying the advertisement will enable the source of the order to be traced in nine cases out of ten, and by apportioning the unidentified orders among the different publications pro rata the advertiser can arrive at a tolerably correct estimate of the value of each publication. But when the advertisement is intended to bring requests for a catalogue and the catalogue is expected to sell the goods, not one advertiser in ten has a system by which orders from the catalogue are credited to the

source which produced the original inquiry for the catalogue.

In the writer's experience, the best method for accomplishing this is through a card system. When the inquiry comes in, the inquirer's name and address are entered on a card. On this card are also entered, under suitable headings, the date, source of inquiry, date of sending catalogue, dates of sending form letters, dates of special letters (if any), and a blank is left for date and amount of order.

This card is then filed away under the proper index letter and goes into the general follow-up system. When the order is received it is entered on the card and credit is also given the publication named on the card as the source of the inquiry. The card is then removed from the follow-up system tray and is filed among the list of customers to whom will be mailed other catalogues, circulars and the like.

The inquiries and orders are recorded daily in a book, which also serves as an advertising register. In it are recorded the details of the contract with each publication, the space used each month, and each day the total number of inquiries and orders is recorded. At the end of the month these are footed up and room is allowed for the recording of the total number of inquiries, total number of orders and cash proceeds of the orders from the particular publication in question. Given the cost of the advertisement, it is easy to figure out the cost per inquiry and cost per order—two facts of vital importance.

The point I desire to make is this—the mail-order advertiser who does not record every fact in regard to his advertising cannot successfully conduct his business. He cannot judge of the merits of a publication by the number of in-

quiries received alone, for it is possible to receive a thousand inquiries without being able to turn one of them into orders, whereas the publication that brings in only a dozen inquiries may turn out a better proposition. Again, it is unfair to a publication if the advertiser does not credit it with the amount of money realized from the orders produced from catalogues sent to inquirers who originally came from that publication.

The mail-order advertiser who tries this plan for six months will learn an astonishing amount about the value of different publications on his list. He will know the publications in which it is possible profitably to use more space—he will find many that are utterly unprofitable. The system is simple; it can be kept in operation by any clerk with sufficient brains to write his name, and it will pay for itself many times over in a year's time.

All mail-order advertising is more or less of an experiment. No man can accurately predict the results from any given advertisement. The wise man is the man who can most accurately judge the future by the past, and the only way to acquire this knowledge is by a careful, accurate, detailed record of the results from each advertisement in each medium on the mail-order advertiser's list.

★ ★ ★ A CHICAGO IDEA.

If I were the owner of a factory employing 100 men—an agricultural implement plant, say—I should utilize these April days in getting a ball club or a brass band together for the summer campaign. A brass band with the name of my plow or harvester on drum and cap fronts seems most alluring. I would give the members of that band an hour a day extra wages as an inducement for practice and would take its affairs under my own personal supervision. Decoration day would stand for the opening of the season and I would book for it just as many fairs, tournaments and picnics as I could. Not so much as a funeral or a campaign speech should come off in my end of the State without my band's assistance. I would have it drilled and instructed and dressed so well that people would learn to regard it as "the band" thereabouts and to associate its excellence with my name and wares. They should be convinced that the man who had such a band representing him must have other things worthy their attention, and whenever a town council or festival committee needed music for any purpose they should call my band to mind first—and then my plow and harvester.—*Ad Sense.*

ONE LAWYER'S WAYS.

Coupons as means of advertising have long been popular among photographers, barbers, haberdashers and other men of bargains and sales, but the first lawyer to adopt them is a resident of Chattanooga. In addition to his coupon, the attorney in question has issued to the public a letter couched in the following language:

Do you need a lawyer? Have you suffered from the malice of enemies, the faithlessness of friends or the stings of adversity? I trust you have not. May the blessings of God wait upon thee and may the gates of plenty be always open to thee and thine. But in each life some days be dark and dreary. Some ungrateful kinsfolk will defraud you, some unfaithful friend will rob you, some corporation will oppress and injure you, some one will wrong you and thus force you to go to the law for justice. The law is my chosen profession, my business, my daily occupation. I have studied and mastered its practice. I have learned how to win. Knowledge is power. If you have a good case I will win it for you. If you cannot win I will tell you so. If you are in trouble I would like to talk with you. If you have neither trouble nor lawsuit I congratulate you. I will be pleased to see you at my offices when it is your pleasure to call.—*Homer (N. Y.) Republican.*

AN ORIGINAL VIEW.

Advertising is the most important and valuable feature of the press of the country; it is the motive power of business. It is not only the best hold of the publisher, but makes the market for the merchant and manufacturer. It opens a field for the man of small capital, the inventor, manufacturer and man of ideas to reach the great public. Trusts and monopolies cannot prevent and stifle individual enterprise so long as the advertising privileges of the press are open to it. There is not a trust, combine or monopoly in the country but would rejoice to eliminate this advertising competitor.—*Jno. Elderkin.*

★ ★ ★ HUMORS OF ADVERTISING.



BER GOSH! THE CIRCUS MUST BE TO TOWN.
I'LL TAKE THAT IN, YOU BET.

HOW THE LAUTER COMPANY ADVERTISES.

By Harry M. Friend.

The advertising of the Lauter Company, of Newark, N. J., is probably the best retail piano advertising in America. Its character makes it noticeable at a glance, and the antiquated ideas, almost inseparably connected with advertising of this class, are conspicuously absent. The striking features are the lavish use of space in high-priced mediums, the daily change of copy and cuts, necessitating a liberal appropriation and a well-equipped advertising department. The advertisements are prepared by Mr. P. F. Campbell. They have a ring of truthfulness about them that is refreshing.

Mr. Campbell was recently seen by a PRINTERS' INK representative, who asked him whether the extensive advertising done brought returns commensurate with the outlay. "No doubt about it," was the prompt answer. "We know that it pays. We are firm believers in the efficacy of advertising and spend many thousands a year, the greater part of which is paid to the newspapers."

Asked to tell more about the methods employed, Mr. Campbell said: "The business of this concern has been built up largely by advertising. From the beginning, over thirty years ago, this house has been an extensive advertiser in comparison with others in the same line. Each year has seen an increase in the amount of money spent. At present we are running an average of about thirty inches in every issue of the *Newark Evening News*, the *Newark Daily Advertiser* and the *Newark Sunday Call*. Besides these, which are the principal papers of this territory, we use all the dailies and a majority of the weeklies in Elizabeth, Passaic, Paterson, the Oranges, Montclair and in practically all of this half of New Jersey. It is our practice to change copy with every issue, and where the space is large, we use an original pictorial cut of eight or ten-column inches that generally only appears once. These cuts are made for us.

"We are enthusiastic believers in the use of large space and frequently use half pages in all the mediums that we patronize. Indeed, in the Paterson, Passaic and Elizabeth papers we run a half-page ad at least once a week all the year. This is costly, of course, but it brings results—and results are what we are after.

"The subject matter of our advertising varies. We try as nearly as possible to confine the talk to one branch of the business. One day we speak of prices, another of quality, another easy payments, upright pianos, square pianos, renting, exchanging, etc. There is one feature that we try to thoroughly impress upon possible purchasers and that is that we are always most anxious to exchange any instrument that may be purchased from us should it not prove satisfactory.

"Besides newspapers we use hundreds of signs on barns, fences, etc. We have many piano boxes, appropriately lettered, placed in prominent places about city and country. Our expenditure in this direction is, however, growing less all the time. Newspapers are the best for our purposes, although we have faith in novelties, if they are timely and of the proper sort. Some time ago we made a hit by giving away a tin savings bank made in exact imitation of a piano box and lettered like the piano boxes we have on the streets. On the back was printed a paragraph telling the holder to bring the bank to us when full, the sum it contained to be applied as a first payment on a piano. We spoke of the ease with which large sums are accumulated by saving a little at a time. The demand for these banks was great and the results were all that could be desired. Many did as we suggested—brought the banks in filled.

"We issue booklets from time to time, which we distribute in quarters where they will do the most good. We use them to follow up inquiries, etc.

"Our advertising has been successful only because it is strictly in keeping with our business and makes no absurd claims. We believe we sell pianos for a good deal

less than any one else, and don't hesitate to say so. Our stock is the largest in the Eastern States; there isn't a piano house in New York that has as many pianos as we have, nor is there another in New Jersey that has a stock one-fifth as big."

FOREIGN COMMERCIAL SCHOOLS.

The Merchants' Guild of Leipzig established more than fifty years ago its Commercial Institute, which has long been the model for similar institutions in Germany. At last report it had no less than 700 pupils. To-day, there are in Germany fifty-five high commercial schools, with 6,000 pupils; in Austria there are thirteen, with 3,000 pupils; in France there are seven, besides many schools of a lower grade. The movement began in Austria in 1857, with an association composed of 560 merchants of Vienna, and a subscription fund of 530,000 florins. In thirty years this school reported having had 17,000 students, and having graduated more than 5,000. Its graduates are in great demand in commercial houses. It early instituted the custom of traveling scholarships, by which it sends out those of its young men who have had a certain practical experience, to make a careful study of foreign centers of trade. There are forty of these scholarships; and their possessors are to be found in all the important trade centers with which Austria is connected. The course covers three years, and embraces the following subjects: three modern languages; commercial arithmetic, with computation in the currencies of all countries, and the various methods used in accounts of every form; physics; chemistry; commercial law; the laws of international commerce and transportation; political economy; and much actual practice in business methods. The Superior School of Commerce in Paris has a staff of some seventy men, with an annual outlay of 230,000 francs; and the School of Higher Commercial Studies, designed especially for training the sons of merchants, occupies splendid buildings on the Boulevard Malesherbes, and has a course of three years, with a faculty of forty-four instructors. While it admits pupils who have only secondary instruction, it is designed especially for college graduates. *Henry A. Stinson, in the Forum.*

FALSE ECONOMY.

"Went home Thursday night and found my wife ill. Symptoms alarming. Dosed her best I could. Friday morning she was no better. Felt worried. Wife dull and stupid. No life to her. Started for doctor. Struck by happy thought. Turned back. Cure complete."

"What was it?"

"Simple as pie. Just said, 'Too bad you have to be sick on bargain day, my dear.' She bounced up. 'What!' she cried, 'how stupid of one to forget.' In five minutes she was up and dressed and frizzing her hair."

"Wouldn't it have been cheaper to have fetched the doctor?"

"By Jove, I guess it would!"—*Cleveland Plain Dealer.*

ON SCALPS.

As a general rule, real estate advertisements read in the same vein, however, those of Devenny Bros., of McKeesport, Pa., are exceptions. Here is their latest:

TO BALD-HEADED MEN.

We want to secure the services of ten respectable, well-dressed, sober bald-headed gentlemen, who for large remuneration will allow us to paint "East McKeesport" on their scalps in a manner that will not affect their health. We want their services for 60 days. They will be expected to occupy seats at theaters, restaurants and public places and will be given the protection of a private detective to prevent annoyance. We have retained good legal talent to protect the bald-headed man from being interfered with in leasing this most desirable space for advertising purposes. None but men of good temper and habits need apply.—*Newspaper Talk.*

AN UNFAMILIAR CONDITION.

"This portrait of Talkmuch, the *Bugle's* solicitor, is not a good likeness," said the advertiser as he critically examined a photograph. "The chin doesn't resemble his in the least."

"Perhaps," suggested the junior partner, "you never saw his chin in repose."—*Profitable Advertising.*

No space is wasted which helps to draw attention to your advertisement.—*The Advisor.*

The Earmark

It happened this way. The teacher was inquisitive. The boy was suspicious. "If you gave your father \$20 to buy a \$3 pair of shoes, how much change would you get back?" queried the teacher. "No change," promptly replied the boy. "You don't know your lesson," gruffly retorted the teacher. "No," meekly replied the boy, "but I know my father."

Now, in buying cereals the great question is not so much one of cost as it is of knowledge. One brand may cost 10c and the other 15c. But that means nothing. The great thing is to know what you are getting. Either know the goods or know the maker. For there is difference in cereals just as there are various karats in gold articles. Every time you order

OLD GRIST MILL ROLLED WHEAT

You know you are getting full 24 karats of solid wheat. And you know further—you know you are getting those 24 karats in the best, most presentable form.

The name tells the story. It is the earmark of quality; the guarantee of goodness; the thermometer that registers the highest accomplishment to date in Rolled Wheat. Look for the "Old Grist Mill" on every package, and you are sure to get the most palatable, most nourishing, most life-sustaining, easiest digested, easiest prepared breakfast food.

"Old Grist Mill" is not like common wheat. It's appealing as a sugar crank, delicious as honey, healthful as outdoor. Booklet free.

POTTER & WRIGHTINGTON 60 Commercial St., Boston.

INTERESTING.

Don't Rush In

where others fear to tread and attempt
to cover Minnesota without using the

St. Paul Globe

Local advertisers will tell you it is an impossibility ; that there are 139,626 Democratic voters in Minnesota, and that the GLOBE is their only daily paper.

In the past ten months the GLOBE's advertising patronage has increased **549,570** agate lines. Advertisers who have used this additional space didn't do it out of charity, but because it brought them business.

May we have the opportunity of telling you more about Minnesota?

THE GLOBE CO., ST. PAUL, MINN.

Eastern Representative:

CHAS. H. EDDY,
10 Spruce Street,
New York City.

Western Representatives:

WILLIAMS & LAWRENCE,
HARRY FRALICK, Mgr.,
87 Washington St., Chicago, Ill.

THOSE MAIL-ORDER PAPERS.

There are five papers published in Maine—Sawyer's List, Lane's *American Woman* and *Comfort*—which claim to issue an aggregate of 5,500,000 copies every month, or a copy to every other family in the country. On these papers the publishers pay the government one cent a pound or \$20 a ton postage, and many of them have to be carried thousands of miles. The government has to pay the railroads for carrying the mails on the basis of weights and distances, and there is no question at all that the deficit in the postoffice department every year is brought about by constant loss on this matter. An edition of 100,000 copies of a cheap paper can be printed for, say, \$500, and the postage on them at the second-class rates would be, say, \$70. A paper of that kind will carry as much as eight pages of advertising, the rate of which is usually from 30 to 60 cents a line, which would bring in, say, \$2,500. An advertiser can put a column advertisement in such a paper and have it go before 100,000 people at a cost of only about \$80, whereas the postage alone on 100,000 circulars would cost \$1,000. It therefore becomes clear that when a publisher and a lot of advertisers join forces, put out such a paper and get it admitted to the mails at the cent-a-pound rate, it is a money-making proposition for all concerned except the government, which undoubtedly loses by it. It is also clear that such a periodical need not depend on subscriptions at all; and the only "circulation" it need have is in the form of "sample copies" sent out to promiscuous lists of names—and these are not even sample copies in the legal sense, for they are not sent out with the purpose of inducing subscriptions but only to give publicity to the advertising they carry. They are in effect advertising circulars, filled full of the cheapest and most disreputable advertising, with only enough reading matter interspersed to give them the semblance of newspapers. These disgusting prints thus force their way unsolicited

into the homes throughout the country and their demoralizing influence it would be hard to overestimate. Why the public should be taxed to pay postage losses on publications of this kind which they do not want and which have no place as legitimate periodicals is difficult to understand. We find that there are about ninety large papers of this class in this country, generally known as "mail-order" papers. These ninety papers claim a monthly circulation of no less than 19,000,000 copies, or over 200,000 each on the average. Does any one imagine that this is legitimate circulation? Of course not. These enormous editions are simply dumped into the country by the ton for the advertising they contain, and they should be made to pay the regular postage rate of one cent a copy, as circulars.—*The Pathfinder*.

ANSWERS TO INQUIRERS.

In answering the inquiries received from advertisements, letters should be made as explicit as possible and should be given a friendly tone of interest to the prospective customer. Do not be afraid to give more information than is requested, and give it from the standpoint of the customer, who has not all of your technical knowledge. This will take only a few minutes extra in the dictation of each letter, and the increased effectiveness will more than repay for the trouble.—*Indianapolis (Ind.) Industrialist*.



DAINTY.

AGAINST THE FLAT RATE. The April Number of

There are some amusing assertions in the following article from the *Mail Order Journal*, but also some ideas that are worth consideration:

When the flat rate was established, it was primarily intended for the purpose of preventing advertising agents and advertisers from contracting for space for a long period or for a large number of lines to obtain the discount allowed only without any intention of fulfilling their contract. That the flat rate has done this is conceded. This is the only advantage we see in a flat rate and the publishers only profit by it, not advertisers. The advantage to an advertiser of withdrawing his advertising whenever a publication fails to pay is no advantage, because an advertiser would do this anyway. For the advertisers who have passed through the experimental stage and have become regular users of space this rate is not just. There is no justice in compelling a man who spends thousands of dollars in a paper to pay the same rate as does the man who spends a dollar. We do not contend for the adoption of the time or discount for space rate, as this would only restore the old conditions, but what we do contend for in fairness to those who use space month in and month out is a form of credits to be allowed such advertisers at the end of each year, until that time all advertising to be paid for at the flat rate. Advertisers will use more space, many will use extra space to avail themselves of the credits allowed which now they will not because no inducements are held out to them to do so. It would not destroy the advantages of the flat rate and would be an ideal rate.

IT'S TIME.

When a publisher tells you that it doesn't make any difference to you what is the quantity of his paper's circulation, that it's the quality thereof that counts, it's time to regard the medium with suspicion.—*Profitable Advertising.*

THE live advertiser of to-day is the one who is ever alert for new ideas and suggestions, who keeps his eyes open at every turn.—*Indianapolis (Ind.) Industrialist.*

THE LADIES'
HOME JOURNAL

Would have reached a paid circulation of

920,000

Copies had we been able to supply the demand. We stopped printing at 905,000 copies, and were obliged to decline an extra order for 15,000 copies from the Central News Company, of Philadelphia.

THE SATURDAY EVENING POST has received one hundred and fifty-two thousand one hundred and six subscribers since September last, and has now a total circulation of about 250,000 copies every week, solid—*paid*—the class that can afford \$2.50 for a weekly magazine.

Our two publications reach one million one hundred thousand different families. Neither one duplicates the other to any extent.

THE CURTIS PUBLISHING CO.
PHILADELPHIA.

THE LETTER WRITER.

Ten years ago the correspondent of to-day was practically unknown. Proprietors, managers, credit men and department chiefs did the letter writing. In many, perhaps the majority of houses, they do it yet, but the mail-order and agency businesses have developed the man whose exclusive duty it is to make letters accomplish things. His name is not yet legion, his exact status is more or less undefined, and the possibilities of his efforts when properly directed have only begun to unfold themselves, but he is already a recognized factor in the business world. The dignity to which his profession may eventually attain depends entirely upon himself.

The existence of the correspondent is due to the commercial demand for a man qualified by study and practice to carry out his employer's ideas and wishes through the medium of letters. To do this successfully he must not only thoroughly understand what these ideas and wishes are, but he must be heartily in sympathy with them. Then, he should be a past master in the art of accomplishing by letter what the salesman, the collector, the promoter and the adjuster of complaints undertake to accomplish when they meet a customer face to face. This is difficult, but possible. It has been urged that there are immense advantages in a personal interview; that it is possible for the salesman to adapt himself to the varying moods of mankind, to overcome seemingly insurmountable difficulties by a significant shrug of the shoulders, and to quickly perceive the success of a certain line of argument or the futility of another. But there is vast economy in attaining the result by mail.

Why is it that letters written by a busy department manager, say, for instance, the credit man in a large house, who has not had the time or opportunity to perfect himself in all the niceties of correspondence, are frequently more effective than the professional correspondent's letters on the same subject? Is it not because he has a thorough grasp of the situation;

knows the temper of his customer, his financial standing and business record; keenly appreciates the relative positions of the customer and the house, and intuitively adapts the tone of his letter to all the circumstances? Further, in conformity to a law which we all recognize but cannot define, this tone is appreciably influenced by the credit man's deep personal interest in the result. He feels that his reputation for sagacity is involved; that the interests of the house—his house—are at stake. Sincerity of purpose breathes through every word of the letter; no matter how veiled the allusions, how delicate the insinuations, the recipient sees that credit man looking into his eyes, and the bill is paid, or the terms are modified, or the account is secured, because the writer of the letter willed it so. That is earnestness. This is tone. The merely technical information necessary to the writing of just such letters on any subject connected with our business we can always acquire at first hand. The experts whose business it is to know things will be glad to impart to us in two minutes the facts they have been gathering for two years. When we assimilate these facts and make them ours, we should be sufficiently proficient in our own particular art to supplement them with the highest result-producing qualities of a letter, if we feel the necessary personal interest. If we do not feel it we cannot honestly accept our pay envelopes.—*R. J. McDonnell, in Advertising Experience.*

THE SPIRIT OF THE TIMES.



AN ATTRACTIVE ILLUSTRATION USED BY THE GUNNING SYSTEM, CHICAGO, TO SHOW THE KOP'S WHICH THEY ASSERT MAY BE CAPTURED BY USE OF THEIR BULLETIN BOARDS.

THE ADVERTISING OF BOOKS.

A New York writer asserts that one of the main causes of the failures of the Harper and Appleton publishing houses was that the managers did not appreciate the importance of modern methods of advertising. They did not realize that a book, like any other piece of merchandise, must be forced upon the attention of the public, but preferred to follow the old and no doubt more dignified plan of letting each work win its way by its own merit. They cherished the old-fashioned and conservative idea that literature is cheapened by being hawked in the market place, but they lost money by their squeamishness. The writer in question cites numerous publications of high merit issued by these two houses which fell flat because the public did not know of them, while publications of less importance and literary worth which were exploited by more enterprising firms gained wide circulation. This theory is unquestionably correct, and yet instances occurred in the recent history of both houses which probably tended to confirm the old-fashioned ideas. There was "Trilby," for example. Its publication as a serial in *Harper's Magazine* was, of course, in the nature of an advertisement, but not of the sort meant by the New York writer. There was no unusual trumpeting of its fame in the way of yellow posters, big black-letter ads or talk of its dramatization. It won attention on its inherent qualities, and before the serial was ended the public was

eager for the book and bought it by the hundred thousand. "David Harum" is a more recent and even more striking case. It was not published as a serial, but was issued as a book, unannounced. It was two or three months before it caught the public attention, but newspaper reviewers here and there read it and pronounced it good; occasionally chance readers talked about it to their friends, and it began to circulate and is still circulating. The house needed only to turn out new editions. The power of advertising is emphasized in the cases of "Trilby" and "David Harum" quite as much as where other notable literary successes are concerned, but it was gratuitous and not premeditated and official advertising. The newspapers voluntarily told the public of the merits of these two books; the publishers announced the others by the most vociferous methods at their command. Inasmuch as newspapers and individual readers cannot always be depended on for free advertising—are, in fact, an extremely uncertain medium in that line—the best thing the two houses can do when fully reorganized is to adopt the customs of the time, and when they have a good thing to say so in the boldest and most blatant way.—*Indianapolis Journal*.

TWO KINDS OF TESTIMONIALS.

If a man is writing a testimonial letter, just for the purpose of pleasing the party to whom he is writing it, it has a very different look than as though written from conviction and as though he could not help write it. The fact will stick right out in his letter in spite of anything he can do.—*P. M. Sharples, in Agricultural Advertising.*

INDIANAPOLIS, April 9, 1900.

Publishers THE INDIANAPOLIS PRESS:

Your advertisements have been bringing us four times the returns we get from any other Indianapolis daily.

J. R. NORTON,

Manager Indianapolis Office, Committee on Distribution, Messages and Papers of the Presidents of the United States.

PERRY LUKENS, JR., Eastern Representative,

29 Tribune Building, New York.

PUBLISHERS' ADVERTISING

By Hollis Corbin.

It is really refreshing to be confronted with an advertisement wherein a good, logical reason is given for using space in a periodical of comparatively limited circulation.

Here is the text of an advertisement in the current issue of a journal devoted to the interest of advertisers:

"Do you believe an inch advertisement costing \$25, in a magazine carrying 100 pages or more solid advertising matter and having 400,000 circulation will be read by more than one in twenty-five of its readers (or 16,000) and will bring you as good results as a half-page advertisement, at the same cost, in the *Owl Magazine*, where the advertising space is limited to 16 pages, and sure to be read by every one of its 50,000 readers?"

Surely that is good sound reasoning. It should, and probably will, set many to thinking.

It is in keeping with the principle of the following three-line editorial from *PRINTERS' INK* of February 21st:

"Where a one-half inch ad would bring a dozen replies, a ten-inch ad will often bring a thousand."

The only fault with it is in the words: "Sure to be read by every one of its 50,000 readers." The writer should have said: "Sure to gain the attention of most of its 50,000 readers."

No one advertisement in any periodical is sure to be read by all of its readers. But a half-page advertisement, if properly prepared, in a periodical limiting its advertising pages to sixteen, is certain to attract the attention of most readers and to be read by those who happen to be interested in the goods advertised.

People living in steam-heated apartments are not going to read stove polish advertisements very extensively, and the magazine publisher is not going to profit by indirectly arguing to the contrary. Again, there is no certainty that teetotalers are going to read whiskey advertisements, or women be interested in shaving soap.

Obviously inaccurate assertions

or implications always weaken an advertisement, but this *Owl Magazine* advertisement has a good deal of force left after deducting what is lost through the carelessness of its writer.

There is decidedly too much "biggest" about most advertisements which are intended to set forth the advertising merits of periodicals.

Most periodicals lay claim to the largest circulation in New York, or in some certain State, or county, or combination of States or counties, or among some certain class of people. But it is the exception for a periodical to tell frankly just what the prospective advertiser wants to know, viz.: How much will be charged for delivering a specified amount of space to a specified number of readers.

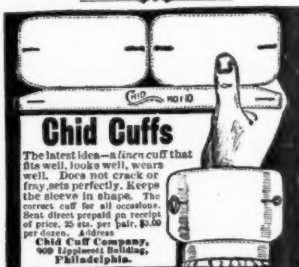
The people with the comparatively small circulations should bear in mind that many advertisers use all the suitable mediums with large circulations, and many with small circulations also. Also that many small advertisers desire to follow exactly the course suggested in the aforementioned *Owl Magazine* advertisement.

The publication with space to sell can sell it by offering it for what it is worth and then making advertisers understand what it is worth.

BECOMING FIXED.

The general idea that the advertiser has a right to know what he is getting in the way of circulation, both as to quantity and character, is becoming more and more fixed all the time.—*Profitable Advertising.*

MANY ads attract attention only to repel. They cause the advertiser to be remembered only to be avoided.—*New England Grocer.*



TRADE-MARK DECISIONS.

The name of an inventor, discoverer or manufacturer may be employed as a part of a trade-mark.

There can be no absolute right in a name, merely as such; it is only when printed or stamped upon a particular package, thus becoming identified with a particular style and quality of goods, that it becomes a trade-mark.

Persons of the same name have a common-law right to use it in connection with articles manufactured by themselves.

A trade-mark must be such as will identify the article and distinguish it from others; no one can appreciate a word in general use for such purpose.

The property in a trade-mark will pass by assignment, or operation of law, to any one who takes, at the same time, the right to manufacture or sell the particular merchandise to which it has been attached; but there is no property in it as a mere abstract right.

If a manufacturer sell to another the right to use his name as a trade-mark, a subsequent use of the same mark, with the word "improved" affixed, is a violation of the rights of the purchaser, which equity will enjoin.

To entitle the owner of a trade-mark to an injunction, to prevent its use by another, there must be in the copy such a general resemblance to the form, words and symbols in the original, as to mislead the public.

The plaintiff adopted the words *Rising Sun Stove Polish*, with a

figure of a rising sun, as a trade-mark; the use of the words *Rising Moon* with a figure of the moon, held not to be an infringement; though a close case.

A manufacturer cannot have an exclusive right in a particular mode of putting up his goods.

A manufacturer will be enjoined from combining his name with marks which are a colorable imitation of those of another.

If, on the dissolution of a firm, one of the partners transfers to his co-partner the good-will of the firm business, the former will be enjoined from using the firm name upon his sign at a new establishment to injury of purchaser.

A manufacturer does not abandon his trade-mark to the public by permitting in a few instances a dealer to put his name upon the article in connection therewith.

Exact similitude is not required to constitute infringement.

Delay in seeking relief will not prevent an injunction, where the infringement is clear, though it may preclude an account of past profits.—*Mercantile Journal and Pennsylvania Grocer.*

DAILY, WEEKLY, MONTHLY.

Daily newspapers are issued 365 times in twelve months. The constant and continuous publication of a certain advertisement is what makes the impression. The advertiser who starts out with the idea that he can make a fortune by advertising in three or four leading magazines is woefully mistaken. The largest and most successful advertisers throughout the civilized world rely chiefly upon newspaper advertising for success. Monthly publications are all right as auxiliary mediums only. They help to swell the chorus the same as street car and poster advertising.—*Advertiser.*

AT THIS OFFICE,

10 SPRUCE STREET, NEW YORK,

The Geo. P. Rowell Advertising Agency

Keeps on file the Leading Daily and Weekly Papers and Monthly Magazines; is authorized to

RECEIVE AND FORWARD ADVERTISEMENTS

at the same rate demanded by the publishers, and is at all times ready to exhibit copies and quote prices.

THE COUNTRY EDITOR.

In the April issue of *Success* (New York) Congressman Charles B. Landis has an interesting issue on "The Evolution of the Country Editor," from which the following are extracts:

Twenty-five years ago the lot of the country editor seemed a hard one. He was always in close quarters financially, because he was never a business man. People generally considered his life a struggle for existence, and so it was. His was a ceaseless grind. He wrote or "scissored" every sentence that appeared in his paper, put it in type himself, placed it on the press, and then worked his newspaper off by hand. With the assistance of his wife or daughters, the papers were addressed to the subscribers, and the entire edition was carried in a basket to the post-office by the editor. He had but one companion in his trials, the small boy with a dirty face and dirtier hands, whose trousers were held in place by a single suspender, and who was known in the town and surrounding country as "the devil." The latter never received any salary for his first year's work. In return for his labor and devotion, he secured the privilege of learning the trade. Little cash was taken in by the editor, because his family "traded out" the advertisements, and thus absorbed the town circulation, while the country subscribers balanced accounts with green wood and other products of their farms. Maple syrup, sausage, side-meat, apples, potatoes and feed for the family horse or cow were always considered legal tender. If, as the days passed, the editor received enough money to buy his printing paper and an occasional font of new type, and pay postage and office rent, he considered himself quite lucky.

The country editor of to-day is a different person. He is a good business man. He can "set type," but is seldom found at the "case." He employs compositors or has ornamented his office with a typesetting machine. The young woman you see bending over the ledger is also a stenographer and typewriter.

The country editor now dictates his editorials and employs a bright young man to write local news. His newspaper is printed on an improved press, the power is furnished by a gas engine or electric motor, and the paper is folded by machinery. He owns his own home, keeps his own horse and carriage, and has credit at the bank. A pleasure trip of a month is likely to be offered at any time, and he takes it gladly; while the young woman who keeps the books and the bright young man who writes local news keep the paper in a straight line.

The country newspaper men of to-day really mold the sentiment of the republic, and have done so for the last fifty years. The metropolitan papers cannot successfully champion any proposition that meets with the united opposition of the country press. Great movements either succeed or fail in proportion as they are advocated or opposed by the people who live in small towns and on farms, because the evenings of such people are devoted to reading and reflection, or to old-fashioned visiting, which means an exchange of views and frequent discussion. In molding these views the country editor is the chief instrument.

"This is what I want," says the head of the house, as he takes up the country weekly. He looks over his spectacles and says: "This home paper is just like a letter," and then he settles down and reads every word in it. He not only reads, but also grasps the meaning of it all; and, if there are three or four men who write for the paper, he can tell by the stamp of individuality who wrote this article and who wrote that. The people in the country where there are no large towns are simply a large family, and every item in the local paper is of interest; and, as the father reads, he comments: "Henry Arnold has disposed of his lower eighty," and "Phil Leslie's oldest boy has married and moved to the Wilson place," and "Jones has been given judgment in that horse case," and "There's a festival at Zion Church Saturday night," and so on and so forth. Then his wife

reproves him with: "Well, there won't be a thing in that paper of interest to me, if you keep on!"

The country newspaper man, entering as he does, each week, through the medium of his paper, from one to two thousand homes, is easily the most influential man in the county. If he is level-headed and honest, his power for good is beyond estimate; if he is unscrupulous, he can do incalculable injury, because the readers of his paper are slow to attribute questionable motives to their home editor, and besides, political discipline is so perfect in the country that, whatever the party organ of the county seat says is generally considered law and gospel.

It would not surprise a country newspaper man were he in a single day called on to suggest two or three subjects for high school commencement essays, asked to write an obituary for a leading citizen, requested to advise a farmer on the matter of a lawsuit, implored to tender his good offices in settling a dispute among friends, entreated to quiet domestic discord in a neighbor's family that threatened to ripen into divorce, or waited on by the daughter of a farmer subscriber who is about to marry against her father's will and desires the wrath of the parent stayed. A medley like this would drive the editor in a large city crazy. The country newspaperman fashions the politics of this nation. Upon him Lincoln leaned: Oliver P. Morton, Indiana's great war governor, said a score of times that he could not have saved Indiana to the Union without the assistance of the country editors. They were always brave and fearless. One might be assaulted and his plant destroyed, but he had his wounds bandaged, put in a new outfit and fought on for Lincoln and the Union and the slave.

THE WHOLE TROUBLE.

The One—Ad experts, like poets, are born.

The Other—Yes; that's the whole trouble.—*Profitable Advertising.*

ANYTHING good wanted by the public will sell just as soon as its existence is known. All you've got to do is to start the publicity and the selling.—*Barnhart & Swasey.*

CLAFLIN INGENUITY.

A novel advertising idea has been originated by George E. Brightston, manager of the H. B. Clafin Co.'s notion department, to push the sale of Owl Brand shirts. The cutting-up department has made up 5,000 exact copies in miniature of the Owl Brand silk bosom shirt. The model, like its parent, has a woven silk bosom; the body of the shirt being made of fine percale of the same design. The model has the gathered back, felled seams and gussets that mark the perfect workmanship of the full-sized shirt, and the latter differs only in the fact that it is 36 inches long, and 42, 43 and 44 inches around the body. These samples are being mailed to prospective customers in neat boxes containing a variety of sample fabrics and designs controlled by this house.—*New York Commercial.*

LOOKED at in the right light, there is no line of business that does not present many points of interest which can be developed into so many good advertising features by a capable advertisement writer.—*Rhode Island Advertiser.*

UNWARRANTED ASSAULT

Henry E. Carr of 214 Seneca street was fined \$25 and costs in police court Monday on the charge of assault and battery. Carr deliberately walked up to a man on Superior street Saturday night and assaulted him.

I HATE to spoil a good news item, but the above, from last night's World, is really coming it a little too strong. The gentleman mentioned was not myself; I have not even the pleasure of his acquaintance. Although by nature a peaceable man, I have not yet reached such a pitch of enthusiasm on the subject as Buck Fanshaw, who was "going to have peace, even if he had to lick every blamed galoot in town to get it."

People who want good printing may rest assured that they will still be perfectly safe in calling on me.

HORACE E. CARR.

April 17, 1900.

Carr, Prompt Printer

214 Seneca Street, Cleveland

CUYAHOGA A-180. ☎ BELL MAIN-908-R.

ONE PRINTER'S EFFORT: BEING THE CONTENTS OF A PRIVATE POSTAL CARD.

IN THE SMALL TOWN.

The following article from the Chicago *Apparel Gazette* will be of interest to those merchants to whom the inroads of the "catalogue houses" are as thorns in the flesh:

The strongest competition that the merchant in a small town has is from the city houses that flood the territory with catalogues from their mail order departments.

In many instances it is not competition so far as underselling the home merchant goes, but it is competition inasmuch as the majority of residents in a small town have an inborn desire to buy goods in a large city, and the home merchant has to combat and conquer this in order to retain the trade that is rightfully his.

The most reasonable weapon with which to combat the catalogue is the home newspaper, in the advertisement and in an occasional strong editorial.

There is no editor who will not champion the cause and take up the side of the merchant if the facts in the case are clearly put before him.

Incidentally speaking, it is a good idea to cultivate the editor at all times and supply him with everything that can be twisted into a bit of news. Merchants who advertise and do so much toward sustaining the paper have rights and privileges which they fail to appreciate, but which they will soon realize and profit by if they only take the trouble to get in closer touch with the editors.

Returning to the subject in hand, the home advertisement is the weapon to use to keep home buying where it rightfully belongs, and not let buyers get into the habit of purchasing from catalogues.

Appeal directly to the people in an argumentative, reasoning manner and results must follow if facts are plainly stated.

To illustrate the point we publish, verbatim, an advertisement recently appearing in a Shelbyville (Ind.) daily paper for G. W. Bolinger & Sons, that hits the mark in a convincing manner that cannot but win every reader who

inclines toward catalogue buying at the expense of home industry and home welfare:

For our own information and for the benefit of our customers (who have confidence in us) we have copies of big city catalogues. Shelby County is flooded with them every season. We are posted, and know enough to say fearlessly, bring your "picture books," or cut out the picture, the descriptions, explanations, and prices and compare with Bolinger's four stores' true value prices before you let your cash go. Persons who have been "beat" have acknowledged to us they could have done better at Bolinger's. We believe many persons think they get bargains from these big city stores. Come, let us reason together; we can demonstrate to you that it costs more to sell goods, and it costs you more to buy goods in Chicago, etc., than it does at your big home store. Try us for this fall's purchases. Come early in the season, early in the day, before we get crowded, and take your time—no cat-in-the-bag buying, you can see what you are getting.

For this fall and winter we have the largest, best-selected stock ever opened in Shelby County. True as gospel, one-half our customers that have helped to build up our great business used to buy away from home. They have learned they can do better at their own great home store. Some complain of taxes. Then why do you pay Cook or St. Louis County taxes? The more business you keep in your own county, the less you make your taxes. The more business we do, the more stock we carry, the more taxes we pay. That helps you. Come closer, brother, sister, let us whisper in your ear. How about your time of trouble—church to be built or repaired; neighbor's house burns, or his horse dies, cow dies, or any of the scores of charitable means in which Bolinger's have helped in the past ten years amount up to hundreds of dollars. How much do your big city stores help in Shelby County charitable work?

From the foregoing, Bolinger's advertisement, ideas may be picked up that are bound to be beneficial in combating the mail order business that saps the country store of its profits—staples are mostly bought at home, while novelties and luxuries are mostly bought from catalogues—there is greater profit in the latter.

Get copies of the catalogues coming into your locality—especially those doing the most harm to your trade.

Post up on them and be prepared to argue by appealing to the customer's desire to promote home welfare—the tax idea, touched upon by Bolinger, is excellent and should carry conviction with it.

It is unquestionably true from

a common sense reasoning that adding postage and expressage to an out-of-town purchase makes the price equal to home quotations or higher—but that is not quite argument enough to counteract the pleasure of having goods that were bought from So-and-so in So-and-so.

All, or very nearly all, mail-order departments ask the out-of-town customers to make a second or third selection, so that in case the choice is not in stock they need not take chances of a substitution filling the desired want. Here is room for strong argument. This very desire on the part of houses making strong play for out-of-town trade is the loophole that allows the desirable goods to be sold in town and orders to be filled from other selections, giving the city house a broad leeway—a thing that the home merchant cannot get, and doesn't want.

Another strong bit of argument is that city houses do not, cannot catalogue their choicest novelties or newest fashions for two business reasons: Novelties are the speculative factors of business and are touched in a light, speculative manner, so far as quantity carried goes, and it is expected and realized that novelties must sell quickly or die on the shelves. A catalogue is intended to be good for an entire season, hence the novelties, that are bought for quick selling early in the season, cannot be safely listed in a catalogue whose life is planned to be for the entire season. Merchandise listed in catalogues consists of lines and numbers that are to be carried during the season and which will be supplied, most likely, as readily in the last week as they could be in the first, consequently buyers get from the catalogue only such goods as are commonest in city stocks—in other words, city staples only.

Again, the buyer cannot see and feel qualities, but must rely wholly upon the descriptive talent of the editor of the catalogue to form the idea of the fitness of the purchase to fill the requirements of the existing want. It is a chance selection at best, and the

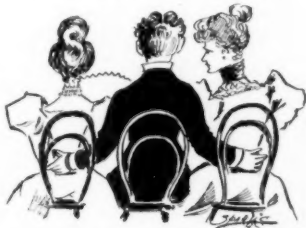
retailer should see a strong point to be made there.

It is the right of the city store to flood the country with catalogues, as Bolinger puts it, and the merchant in the smaller town must not grumble about it any more than he would grumble about other stores being established in his vicinity. Competition is the life of trade and makes business. The catalogue is to be regarded in the light of a hustling competitor and as honorably combatted as the brother merchant. With the foregoing facts about catalogues, which the big city store cannot remedy, and other arguments, which each community will furnish and which cannot be surmised by an outsider, the merchant should have little or no trouble to turn the catalogue into an ill wind that blows him some good.

AGENCY AND EXHIBITION.

A well known house of freight brokers and express carriers has arranged to hold a permanent exhibition of American goods in London. It has issued a circular setting forth the objects. For a fixed sum per annum, the basic limit of which shall be a charge of \$2.50 per foot of floor space, any exhibitor may send goods. A staff will be on hand to look after the merchandise, a monthly bulletin will be issued calling attention to the exhibits, and inquiries for goods will be promptly communicated to exhibitors. It is to be the aim to circulate the monthly bulletin among the principal importing houses and buyers of Europe, and the statement is made in the circular that special inducements will be offered to buyers to visit the depot and inspect the merchandise. One of the principal advantages held out to exhibitors is a European headquarters at the exhibition, giving each individual represented an agency in London.—*Providence (R. I.) Bulletin.*

WANT AD ILLUSTRATED.



AN EXPERIENCED HAND ON LADIES' WAISTS DESIRES CONSTANT EMPLOYMENT.

EGYPTIAN WOMAN JOURNALS.

One feature, which in a Mohammedan land would hardly be expected, is found in Egypt, namely, the existence of a number of ladies' papers—several of which are edited and written by ladies. The explanation of the fact is a simple one. The press of Egypt is not the product of the native mind, for the indolent, aimless native could never attain sufficient energy to undertake such a task. The intellectual element in the land is represented by the Syrian Christian population. The Syrian is industrious, eager for knowledge—in most cases has a good knowledge of Arabic, Turkish and generally one or more European languages. This is due to the excellent educational establishments in Syria, especially in the large colleges at Beirut, Assitab, etc., both Catholic and Protestant. The educated Syrian found a scope for his talents in the press of Egypt, and the result is that the staff of nearly all the native journals are Syrian. In Syria, also, the education of women is very high, and many Syrian ladies are both good linguists and well read. It is with the Syrian ladies that the first Oriental ladies' papers originated. The results of this energy of the Syrian woman is the publication of no less than four ladies' journals. The oldest of these is a monthly journal entitled *Alfatat* (*The Girl*), founded in 1892, and edited by a lady named Hind-vint Naufal. Next in order comes an Arabic weekly, entitled *Beauty's Mirror*, edited by Maryam Mizhar, which has an extensive circulation, being largely founded upon French material. A journal which has had a considerable success, being under the patronage of the wife and mother of the khedive, is *Anis Aigais*, *The*

Faithful Companion, which was founded in 1898 by M. Avierino, who has as her editorial partner a lady from the Lebanon, M. Labiba Hasim, who was educated in Beirut. On March 26, 1898, the editress had a private audience with the wife and mother of the khedive, and presented a copy of the paper containing an Arabic poem in their praise. This journal has attracted much attention among the native papers and seems to have come to stay. The Syrian ladies have founded a literary society, and publish a series of transactions in Arabic. It is a marked sign of the intellectual progress of Egypt that this freedom should be accorded to women and encouraged by the court and officials.—*Boston (Mass.) Transcript*.

CHEAP AGENTS.

No business man who has an important lawsuit on hand will think of engaging a lawyer whose chief claim for consideration is that he is cheap. A lawyer of reputation for ability and who is known to have won important lawsuits is worth everything he charges. So is the advertising agent who can handle your advertising successfully and is able to place it on a profitable basis for you. He will charge for his services more than an unexperienced agent, but in the long run he will be cheaper. If your success depends on the way your advertising is handled, what papers are selected for you and how your ads are written, the agent who has a reputation for ability is your man, and not the cheap fellow who brags with his cheap rates (which he really does not and cannot give you). This cannot often enough and strongly enough be recommended to advertisers.—*Mail Order Journal*.

THE HENDERSON LAWN GRASS SEED.



Catalogue of **EVERYTHING FOR THE LAWN** sent FREE on application.

PETER HENDERSON & Co.

35 & 37 CORTLANDT ST.
NEW YORK.

EYE ATTRACTING AND DAINTY.

WHAT SOME PUBLISHERS ASSERT.

"I said in my haste all men are liars."—*Psalms cxvi., 11.*

The paragraphs in this department are inserted without any charge or payment. A publisher who has a good story is invited to tell it as tersely as he can, setting up the most substantial claim he habitually uses to influence advertisers. Although a publisher need not necessarily refer to any paper but his own, there will be no objections to comparisons. What the publisher sends is published as *coming FROM HIM*. It is his privilege to praise his own paper all he likes, for what is wanted is *what can be said* in its favor. What he does say, however, ought to be true—*absolutely*.

ALABAMA.

Montgomery (Ala.) *Advertiser* (2).—Is an Alabama paper for Alabama people, and it unquestionably has the greatest influence and the most widely diffused circulation of all Alabama newspapers. The *Daily Advertiser*, average each issue for a year ending March 31, 6,642 copies. The *Sunday Advertiser*, average each issue for a year ending March 31, 7,683 copies.

CALIFORNIA.

Haywood (Cal.) *O Aranta* (1).—The largest, newsiest, cheapest and greatest circulating paper among the 80,000 Portuguese in the United States. It circulates in Portugal, Madeira, Azores, Brazil, Demerara, Bermudas, Hawaii, etc. It is undeniably the best advertising medium among the Portuguese reading people.

COLORADO.

Denver (Col.) *Illustrated Weekly* (1).—The undersigned, J. S. Temple, hereby makes oath to the following facts, to-wit: That he is at present and has been for years the manager of the Western Newspaper Union and that he has done the press work on the *Illustrated Weekly* for several years; that he is now running on a standing order twenty-five thousand (25,000) copies of said newspaper weekly. Signed, sealed and dated this 12th of February, 1900.

INDIANA.

Evansville (Ind.) *Demokrat* (1).—Was established in 1864 and is the only daily German newspaper published in Evansville, a city of over 75,000 population. It commands a daily subscription list larger than any other German paper in the State. The *Weekly Demokrat*, which is issued twice a week, has a circulation acknowledged even by its competitors to be the largest in the State. The *Weekly Demokrat* has also a large circulation in the adjoining States of Kentucky and Illinois and reaches many towns in the South by railroads and river and has been proven to be one of the very best advertising mediums in the State of Indiana.

IOWA.

Bedford (Iowa) *Free Press* (2).—Stands alone in its field as an advertising medium, published in one of the richest and most thickly populated sections of the famous blue grass region of

EXPLANATION.

(1) From printed matter emanating from the office of the paper and used in connection with its correspondence.

(2) Extract from a letter or postal card.

(3) Extract from the columns of the paper appearing either as advertising or reading matter.

(4) By word of mouth by a representative of the paper.

Iowa. Its many readers are reached by no other newspaper. Its claims are numerous and uncontradicted. It is the oldest paper in Taylor County, having been established in 1867; official county paper, eight pages, all home print, carefully edited, chock full of news and largely read by the best class of people in the county, principally farmers. A trial ad always makes a permanent customer of the advertiser, because it brings results.

Red Oak (Iowa) *Express* (1).—The actual average copies of the *Express* printed in 1899 was 2,218. The actual average circulation in and adjacent to Montgomery County was 1,146. The actual average circulation in the county of the nearest competitor was 1,012. The publishers of the *Express* will submit to any responsible advertiser, at its office, the actual list itself, showing name and postoffice of every subscriber and the date to which he is paid.

MASSACHUSETTS.

Boston (Mass.) *Black Cat* (1).—Investigation will prove that no other periodical ever scored and maintained from the outset a more decided success than the *Black Cat*. No other periodical is bought and read by a more desirable class of people—people who prefer quality to quantity and with whom the desire to buy the right thing goes hand in hand with the ability to pay the right price. No other periodical is more thoroughly read, more regularly makes the round of the reading circle, or is more religiously preserved for future reading. No other periodical has the permanent value for the reader and the permanent value for the advertiser which every number of the *Black Cat* possesses. No other periodical has a fairer advertising rate or responds more profitably to reputable, intelligent advertising.

MICHIGAN.

Grand Rapids (Mich.) *Democrat* (1).—Only penny morning paper in Michigan; 36 years a daily, 63 years a weekly. Only Democratic paper in a Democratic city of 100,000. Full Associated Press special wire service. Flat advertising rate 2½ cents per agate line, 35 cents per inch. Net daily average, including Sundays, for ten months ending December 31, 1899, 17,008.

MINNESOTA.

St. Paul (Minn.) *Globe* (1).—A clean, bright two-cent morning paper, is the *Globe*, delivered at the homes of the women and does not depend on street sales for a fluctuating circulation. That's one reason why nearly every advertiser of prominence is represented in the *Globe*.

St. Paul (Minn.) *Northwestern Shoe and Leather Journal* (2).—The only

publication in the Northwest devoted to the leather industry and accessory lines. It has a large circulation to retail dealers in boots and shoes, rubbers, harness, saddlery and kindred trades in all parts of the United States, and especially in the Northwest clear to the coast. It also goes to manufacturers and jobbers of above lines.

NEW YORK.

New York (N. Y.) *Das Morgen Journal* (1).—The circulation of *Das Morgen Journal* is now over 65,000 copies every Sunday.

New York (N. Y.) *Field and Stream* (2).—For concentrated circulation *Field and Stream* is supreme. Every copy goes into the hands of a sportsman. Absolutely no waste.

New York (N. Y.) *Modes and Fabrics* (1).—The co-operative magazine of the retail dry goods merchants of America. Monthly circulation over 300,000 copies.

New York (N. Y.) *Teachers' World* (2).—Our readers receive at least \$3,000,000 per month in salaries. They all belong to the same class, and the same advertisement appeals to all, hence there is no wasted circulation; our rates averaging about one-third of a cent per line per thousand of circulation, are certainly low enough, and the rank and standing of the *Teachers' World* in its special line is universally recognized.

Schenectady (N. Y.) *Daily and Semi-Weekly Union* (1).—Cover the advertising field completely in Schenectady city and county and the greater portion of adjoining counties. The two papers go into the homes of fully two-thirds of the people within this circulating territory. There are three daily newspapers in Schenectady, but the *Union* carries more local and foreign advertising than any other two combined. It is Schenectady's largest newspaper and is read by fully twice the number of people who read all other Schenectady newspapers. During the last holiday season it required fourteen pages to accommodate its heavy advertising patronage. During December, 1898, the *Daily Union* carried 771 columns of advertising, while for December, 1899, the advertising patronage reached the unprecedented large number of 1,045 columns, an average of a trifle over 40 columns daily. This is an increase of 11 columns daily over the previous year. This fact alone demonstrates its leadership as a popular advertising medium.

NORTH DAKOTA.

Lisbon (N. D.) *Searchlight* (2).—Prints 1,032 copies weekly. As all the papers in North Dakota with a circulation of over 1,000 can be counted on one's fingers without using the same finger twice, this clearly shows that the *Searchlight*, though less than a year old, and consequently not entitled to a rating at present in the newspaper directories, is one of ten at most of the best advertising mediums in the State.

OHIO.

Cleveland (Ohio) *Plain Dealer* (1).—The *Plain Dealer's* advertising business for the first sixteen days in April reached the unprecedented total of 700¾ columns, a gain of 126¾ columns over the corresponding days in 1899, which were themselves record breakers. There could be no better illustration of improved business conditions, particularly

in the retail houses, which are doing so much to attract trade to Cleveland. In proportion to population and opportunity the *Plain Dealer's* record of growth in circulation and advertising thus far in the new year has not been equaled by any other newspaper in the country. Comparisons will prove the truth of this statement.

PENNSYLVANIA.

Philadelphia (Pa.) *Daily Hotel Reporter* (1).—Reaches all the wholesale houses in this vicinity and a majority of the mills and factories every morning. It will be found on file in all hotels in Pennsylvania and the leading hotels throughout the country. An up-to-date reliable daily for busy merchants.

Philadelphia (Pa.) *Evening Bulletin* (1).—When William L. McLean took charge of the paper in 1895 the circulation was less than 5,000. Its average circulation to-day is 132,000! The first number of this journal was issued April 11, fifty-three years ago, and up to the time the present publisher took charge of it its circulation never reached 5,000 copies. Its first issue in 1847 consisted of 500 copies, one-half of which were given away, and it was printed on a single cylinder press which costs \$2,500 with a capacity of 600 per hour. It is now worked on six Hoe quadruples, each of which cost \$40,000, and they are each able to turn out 48,000 eight-page papers hourly.

Philadelphia (Pa.) *Grocery World* (1).—Is a better advertising medium than other grocery trade papers, because it is more carefully read than other grocery trade papers. A look over any issue, noting the many communications and requests for information from grocers all over the country, shows that the paper is close to its subscribers. Such a paper is bound to be a good advertising medium.

Pittsburg (Pa.) *Press* (2).—Has now the largest afternoon circulation in Pittsburg and that by some five or six thousand copies. Their sworn statement for 1899 shows 46,207, while their nearest competitor claims but 42,726, and the two other evening papers claim less than 30,000. The *Press* circulates among a well-to-do working class of people, who have money to spend and are not afraid to spend it.

WEST VIRGINIA.

Huntington (W. Va.) *Baptist Banner* (2).—The fact that more than two-thirds of our advertisers have been with us from the first speaks for itself. If you want to reach the best homes in West Virginia, the homes where they read and buy, you can't afford to stay out of the columns of the *Baptist Banner*. And when you plant your ad with us the crop you will reap will make you use larger space next time. Proof of these assertions are shown by a glance at our advertising columns. You are invited to become one of the *Banner's* satisfied customers.

WISCONSIN.

Hamburg (Wis.) *Der Gefuegel-Zuechter* (1).—The only German poultry journal published in the United States of America. Established in 1880. Circulation 5,000 monthly all over the United States, Canada, Mexico, Germany, Russia and Finland.

THE OLD HANDPRESS.

An old handpress for sale—old, but in perfect order, able to do good work yet.—*Georgia Exchange.*

They're sellin' of the old handpress—that's what the papers say.

The press the editors have "pulled" until their locks were gray;

The press the "Old Subscriber" loved in days that are no more—

That printed all the country news from Jinks to Jones' store.

They're sellin' of the old handpress—the office boy is old—

The last of all its editors has joined the heavenly fold:

No more 'twill welcome "Major Green and family to town,"

Or tell us of the melon crop from Billville up to Brown.

They're sellin' of the old handpress.

Full many a breezy day,

When they came to whip the editor we've seen him blaze away

With his double-barreled shotgun—till they fled in deep distress

From the buckshot as they rattled round the old handpress!

It looks so lonely and forlorn! Oh, heartless auctioneer,

Be careful when you cry it out to read its title clear!

For though they have it up for sale, I do not love it less,

For the editor has whaled me on the old handpress!

—*Frank L. Stanton, in Atlanta Constitution.*

MELODRAMA AND CIRCUS.

There is a class of plays—for the most part melodramas of a common type—to which the printing that is displayed on the billboards is a necessity. Some of these plays involve an expenditure for this sort of printing that almost equals their expenditure for actors, and it is a common belief that without this sort of printing they would have no public. It is the same, for instance, with the circus. Although that form of entertainment draws all classes of persons, its great clientele is the common people. A circus without pictorial printing would be a paradox in amusements. Much of the necessity for this state of affairs grows from tradition, it is true, but tradition, no matter how it may run counter to the common sense of a new time and new circumstances, dies hard.—*Bangor (Me.) Commercial.*

TWO CLASSES.

There are people who believe that advertising is a speculation, and there are others who insist that it is an investment. They are both right from their different standpoints. The discrepancy is accounted for by the different ways they advertise. Some merchants go into advertising as they buy a ticket in a lottery—with the idea that if they are lucky they may win a prize. Others put their money in advertising as they invest in real estate, mining stocks or government securities—with the firm faith that they can make a good percentage on their investment if they do it judiciously and with proper preparation and forethought. The latter class seldom, if ever, fail.—*Flushing (L. I.) Journal.*

BARGAIN PRINCIPLES.

The best lines to use for bargains are the slow selling or those going out of season, or that will depreciate in value, or that have become damaged or shop-worn. The retailer should be frank with his reasons; tell the truth about goods and prices. Have a bargain counter. Use the bargain counter judiciously and clean up stocks, thus preventing accumulation which will eat up all profits. When staple articles are used as bargains they are to be sold as such for a definite time, or a definite number of yards are thus sold. Advertise the facts distinctly and live up to statements. Then there can be no trouble about putting the goods back into the regular stock.—*National Printer-Journalist, Chicago, Ill.*

SACRIFICE SALE REASONS.

If you are making a sacrifice sale, say so, and tell the reason for it. Don't say you are selling goods at less than cost, unless this is actually true, and if it is true, it is best to state why it is done. It is not customary to sell goods except at a profit, as everybody knows, and if the goods have become shop-worn and out of style, it is best to say so, and state that this does not impair their wearing qualities or decrease their actual value, whatever that may be.—*Advertising Hints and Helps.*

SOMETIMES the ad you consider the poorest of a series will bring the best returns. No judgment is perfect.

Classified Advertisements.

Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

ADVERTISEMENTS for the EVENING POST, Charleston, S. C.

ADVERTISEMENTS for the paper with largest local circulation in Charleston, S. C.—THE EVENING POST.

WANTED—Position with small daily or weekly publication. Can edit, estimate, supervise. 16 years' experience as job compositor and foreman. "G. B. G." care Printers' Ink.

WANTED—To hear from religious newspapers and county weeklies who will exchange advertising space for a handsomely bound copy of the "Life of Dwight L. Moody." Address THE VIRGINIA MAGAZINE, Winchester, Va.

WANTED—Addresses of society people not to exceed, in Boston, 400; Greater N. Y., 1,000; Phila., 600; Chicago, 500; St. Louis, 500; Cincinnati, 400; New Orleans, 300. Address, stating price, EMPORIUM, Indian Curio Dept., Carson City, Nev.

WANTED—For the business end of a successful daily newspaper, in an Eastern city of seventy thousand population, a young man of experience in the various departments. Address confidentially, HENRY BRIGHT, 43-45 Tribune Bldg., New York.

ORDERS for 5-line advertisements 4 weeks \$10. In 100 Illinois newspapers: 100,000 circulation weekly; other Western weekly papers same rate. Catalogue on application. CHICAGO NEWSPAPER UNION, 10 Spruce St., New York. This price includes PRINTERS' INK for one year.

FERNALD'S NEWSPAPER MEN'S EXCHANGE is not an asylum for incompetents. Over 50 per cent of its candidates are college graduates, with from three to fifteen years of practical newspaper experience. Over 85 per cent are already in positions, but seeking advancement. Correspondence with employers solicited. Telephone 620-2. Office, 15 Cedar St., Springfield, Mass.

ADVERTISING SPECIALTIES.

AD-PAPER WALLETS. Write to CHICAGO ENVELOPE CLASP CO., Niles, Mich.

MAILING MACHINES.

THE BEST, a labeler, '99 pat., is only \$12. REV. ALEX. DICK, 43 Ferguson Ave., Buffalo, N. Y.

STOCK CUTS.

BEST collection 1/2-tone and line cuts for ad's and booklets in world. Cat. 20c. (refunded) SPATULA CO., Boston.

SUPPLIES.

THIS paper is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd., 13 Spruce St., New York. Special prices to cash buyers.

TRANSLATIONS.

ANY live language, by experts. Prompt work, highest references. Write for booklet and rates. MONTREAL TRANSLATING BUREAU, Box 187, Montreal, Que.

NEWSPAPER INFORMATION.

FOR latest newspaper information use the latest edition of the AMERICAN NEWSPAPER DIRECTORY, issued March 1, 1900. Price, five dollars. Sent free on receipt of price. GEO. F. ROWELL & CO., 10 Spruce St., New York.

SPECIAL NOTICE.

THE annual meeting of the stockholders of the Ripans Chemical Co., for the election of Directors and Inspectors of Election, will be held at the office of the Ripans Chemical Company, 10 Spruce St., New York, on Monday, May 14, 1900, at 12 o'clock noon. PETER DOUGAN Sec'y.

HALF-TONES.

PERFECT copper half-tones, 1-col., \$1; larger, 10c. per in. THE YOUNGSTOWN ARC ENGRAVING CO., Youngstown, Ohio.

NEWSPAPER PORTRAITS, line or half-tone, single column, \$1.50 each. Best quality; prompt delivery. Write for circular—if may interest you. INTERNATIONAL ENGRAVING CO., 1520-1522 Market St., Philadelphia, Pa.

ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 108 Spruce St., New York. Service good and prompt.

SUPERIOR engravings; promptness; lowest prices. ART ENGRAVING CO., Washington, D. C.

CUTS—We tell you how to make them for \$1. No camera, no tools, no experience required. Particulars for stamp. C. D. LOVE, Coshocton, O.

WE make designs, illustrations and engravings for catalogues, book covers, pamphlets, magazine and newspaper advertising. Sketches submitted. INTERNATIONAL ENGRAVING CO., 1520-1522 Market St., Philadelphia, Pa.

ADVERTISING NOVELTIES.

GOOD pictures and verses for street car ads. AD-ART-CO., Minneapolis, Minn. P. O. Box 181.

FOR the purpose of inviting announcements of Advertising Novelties likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

CAPS and hats are being used by many advertisers to advantage. We should be pleased to lay before you samples and prices. BROWN & BIGELOW, Mfrs. of Specialties for Advertisers, St. Paul, Minn.

TRICYCLE wagons for merchants, \$40; lettered to suit, \$35 cash. The most highly finished bicycle in the world, list \$50. Output limited. To few first-class agents. ROADSTER CYCLE SHOPS, Camden, N. J.

BOOKS.

A POSTAL CARD will get our wine cookery book and price list. If you like good things to eat and drink send for it. C. F. SWEZEY, with Brotherhood Wine Co., New York City.

SEND for booklet on Railway-Station Adv'tg. Maximum publicity—minimum cost. PHILA. & READING RAILWAY CO., Charles A. Kink, Advertising Agent, Reading Terminal, Phila.

DIRECTORY of St. Louis teachers (2,000 names and addresses), complete to March, 1900, in book form. Invaluable to business men. Per copy, 50c. NAT. PTG. & PUB. CO., St. Louis, Mo.

PERFECTING PRESS FOR SALE.

WILL print 6, 7 or 8 column, 8,000 to 10,000 per hour, printed and folded papers. Press is guaranteed by the makers and present owner. Also a full stereotyping outfit. Can be bought at a very reasonable price and has been used but very little. Address C. F. DAVID, Abington, Mass.

NEWSPAPER BARGAINS.

MAKING \$4,000 a year in Massachusetts. A chance of a lifetime brought about by sickness. Weekly 2,350 circulation; monthly 14,500 circulation. \$2,500 or more cash—balance easy terms.

\$2,500 buys a profitable, reliable weekly and job business within 75 miles of Albany.

\$1,300 buys a N. Y. State weekly doing a profitable business. See it and you will buy it.

\$2,000 buys a reliable weekly in a large, thriving New England town—easy terms.

\$3,500 buys a reliable Democratic weekly in Wyoming. Shows a profit of \$1,800 a year, with the field not half plowed.

\$5,000 or more down—balance on easy terms—buys a great daily proposition. Doing a prosperous business in one of the most thrifty, fast-growing cities in Massachusetts.

Dailies and weeklies in 37 States. Send for my special list. Any reliable properties for sale.

"David" knows about them. What do you want? Wanted—By clients, reliable weekly properties at from \$3,000 to \$6,000 in the Eastern States and West.

C. F. DAVID, Abington, Mass., Confidential Broker, and Expert in Newspaper Properties.

FOR SALE.

At a sacrifice—2 Cottrell & Babcock drum cylinder presses. On long time if desired. HENRY C. ISAACS, 78 Warren St., New York.

STONEMETZ perfecting press, 8,000 per hour, four or eight pages cheap; \$1,000. Now in daily use on THE ENTERPRISE, Brockton, Mass.

FOR SALE—I desire to sell my lease of a booming Democratic paper—only paper in town of 1,000. \$50 per month clear. \$150 cash buys the lease. Address "XENOPHON," Printers' Ink.

FOR SALE—A modern newspaper plant, consisting of a Goss Clipper web perfecting press; prints seven or eight columns (3 1/4 inches to a column), four and eight pages, speed 6,000. Two linotype machines only two years old. Must be closed out at once. Address BANGOR PUB. CO., Bangor, Maine.

EVERY issue of PRINTERS' INK is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in PRINTERS' INK. The cost is but 25 cents a line. As a rule, one insertion will do the business. Address PRINTERS' INK, 10 Spruce St., New York.

FOR SALE—On account of other interests, one of the most perfectly equipped printing and publishing plants in the U. S., consisting of two latest linotypes, two large cylinders (1 four-roller and 1 drum), two jobbers, \$3-inch power cutter, wire stitcher and pamphlet bindery; splendid outfit of type. Enough work to keep machines running day and night, clearing, over all expenses, \$1,000 per month; only plant of its kind in city of 100,000. Price \$21,000, \$12,000 of which must be cash, balance, secured by plant. Everything new and complete. Good opening for morning paper. Splendid climate. Don't write if you haven't the cash. Might sell 1/2 to thoroughly competent man capable of handling the business. "REAL BARGAIN," care Printers' Ink, New York.

ADVERTISING MEDIA.

NICKELL MAGAZINE, Boston.

THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

SUBSCRIPTION premiums wanted. FARM AND TRADE, Nashville, Tenn.

THE best advertising medium in Charleston, S. C., is THE EVENING POST.

NICKELL MAGAZINE guarantees its circulation claims, under a \$1,000 forfeit.

THE EVENING POST, of Charleston, S. C., claims the largest local circulation.

THE official Journal for all city advertising of Charleston, S. C., is THE EVENING POST.

KEEP your eye on FARM AND TRADE, Nashville, Tenn. It's growing. Only 10c. a line now.

40 WORDS, 5 times, 25 cents. ENTERPRISE, Brockton, Mass. Circulation exceeds 6,000.

ADVERTISERS' GUIDE, Newmarket, N. J., 9c. line. Circ'n 4,500. Close 24th. Sample free.

ANY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

THE advertising for all the departments of the city of Charleston, S. C. is done under contract exclusively in THE EVENING POST.

A WEB perfecting press, linotype machines and a building of its own is evidence of the prosperity of THE EVENING POST, of Charleston, S. C.

THE Southern farmer boy swears by FARM AND TRADE, Nashville, Tenn., the only paper in the world published in his interest. 10c. per agate line.

NICKELL MAGAZINE ad rates, 30c. agate line; \$50 page; 5, 10 and 20 per cent dis. on 5, 6 and 12 mo. orders; the lowest magazine rate. Figure it out yourself.

TO reach the prosperous farmers of the South try FARM AND TRADE, Nashville, Tenn.; 10c. per agate line. Forms close 25th of month preceding date of issue.

THE only farmer boys' paper in the world is FARM AND TRADE, Nashville, Tenn. If you want to reach that class the best and only medium is FARM AND TRADE. Rates 10c. per line.

PACIFIC COAST FRUIT WORLD, Los Angeles, Cal. Foremost farm home journal. Actual average 5,663 weekly, among wealthy ranchers; growing rapidly; 5c. agate line; no medicine ads.

HARDWARE DEALERS' MAGAZINE. Exceeds 10,000 every issue. Three hundred regular advertisers. DANIEL T. MALLETT, Publisher. Broadway and Murray St., New York City.

THE EVENING POST, Charleston, S. C., will publish want advertisements at one cent a word net; 50 inches display for \$15; 100 inches, \$25; 300 inches, \$60; 500 inches, \$90; 1,000 inches for \$165. Additional charges for position and breaking of column rules.

A BOUT seven eighths of the advertising done fails to be effective because it is placed in papers and at rates that give no more than one eighth of the value that might be had by placing the same advertising in other papers. If you have the right advertising and put it in the right papers, your advertising will pay. Correspondence solicited. Address THE GEO. P. ROWELL ADVERTISING AGENCY, 10 Spruce St., New York.

DER HEROLD DES GLAUBENS, of St. Louis, Mo., a Catholic weekly, founded in 1850, proves a circulation exceeding 30,000 copies weekly. Rate, 70 cents per inch on 3 or more insertions. Discounts, 10 per cent on 100 inches; 15 per cent on 300 inches; 20 per cent on 500 inches—a lower rate than is offered by any other religious paper in the United States on guaranteed circulation. Write home office or OTTO KOENIG, Eastern Agent, 727 Park Row Building, N. Y.

LETTER BROKERS.

LETTERS, all kinds, received from newspaper advertising, wanted and to let. What have you or what kind do you wish to hire of us? THE MEN OF LETTERS ASS'N, 695 Broadway, N. Y.

NEWSPAPERS FOR SALE.

OUR permanent success depends upon pleasing our customers. There is no incentive to us to sell a poor newspaper or other publishing business. We earn the same brokerage on good things, and they sell much more readily.

Therefore we are perfectly free to study the interests of the buyer. The thing for the man to do who expects to buy a publishing business is to let us know about his financial and business ability, and what he wants. It costs him nothing, and may help him greatly. We sell publishing businesses only. EMERSON P. HARRIS, 150 Nassau St., New York.

BUSINESS OPPORTUNITIES.

SEE last week's PRINTERS' INK for many good publications for sale. Ask particulars, give references. E. P. HARRIS, 150 Nassau St., N. Y.

WE'VE established weekly, Central New York. Business \$5,500. Profit, \$3,500 for 1899. Excellent plant, \$7,000. Price \$6,000. E. P. HARRIS, 150 Nassau St., N. Y.

REPUBLICAN WEEKLY in New York, doing an average business of \$500 per month, at profit of \$200, can be bought for \$5,000. Terms reasonable. Practical printer could reduce expenses. Good plant. References required. E. P. HARRIS, 150 Nassau St., New York.

DEMOCRATIC DAILY in Western New York. Fine city; well equipped plant. Leading paper. Good job work. Business, \$40,000; profit, exclusive of salary, \$5,000. Price, \$20,000. Terms reasonable. References required. E. P. HARRIS, 150 Nassau St., New York.

ADVERTISEMENT CONSTRUCTORS.

J. HOWLAND HARDING 1545 Broadway.

EDITH R. GERRY, 111 Nassau St. Ads. Booklets. Pictures.

SMALL ADS made strong. GEORGE H. HAYWOOD, 9 Amity, New London, Conn.

22 A MONTH for ad a week. CHAS. A. WOOLFOLK, 446 W. Main St., Louisville, Ky.

SNYDER & JOHNSON, advertising writers and agents, Woman's Temple, Chicago. Write

THE ads that add most to the sales of advertising pharmacists are written by the MEDICAL ADVERTISING BUREAU, 100 William St., New York. A pamphlet written by them is a positive profit producer. Just inquire.

STRONG ADS. THEY'RE PULLERS, TOO. Not expensive. Any business. Send 5c. stamps and data; will mail you 3 samples, any size. TRY ME. GREENE THY ADMAN, 1st National Bank Building, 101 City, Pa.

IN preparing commercial literature of any sort, circular, price list, booklet, catalogue—anything, I invariably do this—I aim to make it "different" for the reason that "in-different" things seem to be so very, very plenty. FRANCIS I. MAULE, commercial literature of all kinds, 433 Sanson St., Philadelphia. No postal cards, please.

ADVERTISING that appeals to every day people. Original but not eccentric or silly. Just frank and forcible statements that carry conviction to the minds of the very people who ought to be interested in your business. If you want this kind of advertising I believe I can be of use to you. JED SCARBORO, Brooklyn, N. Y.

BOOKLETS, ADVERTISEMENTS, CIRCULARS. I am in a position to offer you better service in writing, designing and printing advertising matter of every description than any other man in the business. I make the fashion in typographical display. I have charge of the mechanical department of PRINTERS' INK. No other paper in the world is so much copied. My facilities are unsurpassed for turning out the complete job. If you wish to improve the tone and appearance of your advertising matter it will pay you to consult me. WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

Classified advertisements 25 cents a line: six words to the line; pearl measure: display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty five per cent additional, if granted; discount, five per cent for cash with order.

OSCAR HERZBERG, Managing Editor.

PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: NO. 10 SPRUCE ST.
LONDON AGENT, F. W. SEARS, 50-52 LUDGATE HILL, E. C.

NEW YORK, MAY 2, 1900.

THE Newburgh (N. Y.) *News* appears to be fond of using paragraphs from PRINTERS' INK without credit.

MILLIONS of dollars are expended each year for advertising in weak-kneed publications as the result of liberal salaries paid to smooth-tongued solicitors.

MR. A. F. ALVEY, of the Charleston Furniture Company, Charleston, Ill., wishes to buy Volumes I and II of PRINTERS' INK. Those who have them for sale should communicate with him.

PRINTERS' INK would be glad to hear from merchants who have used the "Bright Sayings" and "Ready-made Ads" occasionally appearing in these columns. Tell us how you have used them and the results.

EVERY advertisement when printed should have one part or point upon which the eye at once rests. To this portion all the other parts should be subordinated. The trouble with most advertisements, from an artistic standpoint, is that all the typographical divisions are of equal emphasis, and the eye thus loses the repose which "light and shade" would enable it to acquire, making the reading of a business announcement a burden instead of a pleasure.

A HIGH subscription price and a large circulation insures the advertiser a good constituency.

INTERVIEWS with successful advertisers form one of PRINTERS' INK's most prominent features. These advertisers tell of the methods they have tried, which have paid, or failed to pay. Not only do they tell what they have done, but why, thus giving the beginner an insight into the theory which underlies successful efforts.

THE Londonderry Lithia Spring Water Company send out from Boston an illustrated folder, entitled, "What Would Shakespeare Do?" It says that the bard, if living to-day, would "eat, drink and be merry," as he has indicated, and that to offset the results of such a course he would drink copiously of Londonderry Lithia. Had he known of cocktails, says the circular, he would undoubtedly have called for a Londonderry High Ball.

GEO. R. SYFERT & Co., 48 South 9th street, Columbus, O., publish at \$2 a copy a book containing 100 advertisements for shoe men. Each of the pages contains one advertisement and is printed on one side and perforated, so that the advertiser may tear out the page and after editing it slightly to fit his own prices may send it to the printer, who by following the style will give his patron artistic display. One hundred such conveniences for \$2 does not seem anything but a fair price.

ONE of PRINTERS' INK's correspondents has this to say:

A few weeks ago I wrote for a circular of an article in which I felt interested. The circular came, but the price of the article I found was beyond my means, and so I threw the circular away. A few days ago I received a letter from this same firm, offering me fifty per cent discount. In the interval, however, I had allowed to escape from my mind the details of the article's merit, and so was in no condition to know whether I wanted it at this time or not. What the firm should have done, in making their special offer, was to inclose another copy of the circular which went into details as to the article. This may look like a minor matter, but as it has occurred a number of times in my own case, I am inclined to think it one of frequent occurrence.

"WHAT the Newsdealers Say" is the name of a pamphlet recently issued by the Boston *Journal*, calculated to show, whatever the circulation of the *Journal* may be, it is larger now than it was a while ago. PRINTERS' INK supposes the circulation of the Boston papers to be as follows:

- 1st, *Globe*.
- 2nd, *Herald*.
- 3rd, *Post*.
- 4th, *Traveler*.
- 5th, *Journal*.
- 6th, *Record*.
- 7th, *Transcript*.
- 8th, *Advertiser*.

"ASTOR, the Twentieth Century Astrologer" of 220 Broadway, New York, issues an interesting booklet which he entitles "What Star Were You Born Under?" On the cover is a picture of John D. Rockefeller, with the information that he, the richest man in the world, was born under Jupiter. Inside interesting matter appears concerning astrology and what it is claimed may be accomplished by pressing it into one's service. From this booklet one gets the impression that Astor possesses the qualities that make a successful advertiser. The brochure is one that will interest anybody to whom unique phases of advertising appeal.

ONE of PRINTERS' INK's correspondents writes:

American goods are growing in demand in China, and in some of the leading cities merchants are not lax in advertising this fact in the local press. Among the principal advertisers in this direction may be mentioned Messrs. Butterfield & Swire, the agents of the Standard Oil Company of New York. They are selling the nonpareil brand of high-test kerosene oil which competes with the Russian Batum oil and that from Sumatra. Two Milwaukee beers are being extensively advertised in Tientsin and Shanghai—that of the Schlitz Brewery by E. L. Mondon, and that of Pabst by Messrs. Caldbeck, Macgregor & Co. In Chefoo American seeds are being sold by James McMullan, and in Tientsin, an American dentist, Dr. Denton E. Peterson, is doing much advertising. Another American dentist is Dr. S. G. Hill, who travels about the Kingdom, and wherever he stops for any length of time he advertises in the local papers. The Cuticura soap people are foremost among the advertisers of proprietary articles. There are also a few advertisers of "tonics" who use reading notices principally; these are usually published in the lower right and left-hand corners of the newspapers and periodicals.

THE present tendency on the part of advertisers to send goods on trust, to be paid for if satisfactory or to be returned if not, appears to have developed a class of thieves who take advantage of the conditions. The *Winner Magazine* of St. Louis proposes to make a collection of the names of these "dead beats" and to that end has evolved cards upon which mail-order advertisers are to write names and addresses of the dead beats into whose net they have fallen. These will be filed in a manner to indicate at once whether the person in question has defrauded more than one concern in the same manner. Such names are to be brought to the attention of the postoffice department in case the person in question refuses to disgorge. The scheme is also said to be of value in furnishing to advertisers the records of persons applying for the advertised credit—providing, of course, that their transactions in the same line have not always been totally honorable.

UNDER the title "A City of 300,000 Covered By One Newspaper," the Newark (N. J.) *Evening News* publishes a pamphlet which possesses distinctive features. It gives a host of interesting facts concerning the city itself; the character and density of its population and the enormous rate of increase; tells how its proximity to the metropolis has overshadowed the fact that it is one of the six great cities of the Atlantic seaboard, larger than any city in New England save Boston, in New York State except Greater New York and Buffalo, in Pennsylvania except Philadelphia, in the South except New Orleans, in the West except San Francisco; talks of rates and circulation; gives the result of house to house canvasses in detail; and prints the comments of its advertisers, indicating how well they are pleased with its service. All in all, the booklet is one of the most interesting and unique that the Little Schoolmaster has seen for a long time. A newspaper contemplating something in the same line would do well to secure the benefit to be obtained from examining a copy.

IN the June *Delincator* a page will be inserted the object of which is to make apparent to the readers of that publication the benefits of advertisement reading. Mr. Thayer, the advertising manager, believes that by thus inducing those who have not read advertisements until now to look over them the business announcements in the *Delincator* may be made more productive of results. The plan is one that can certainly do no harm and is certainly worth its cost. To predict the amount of good which may come from it requires more prevision than the Little Schoolmaster possesses.

MR. F. H. NAGEL, publisher of the Lincoln (Neb.) *Deutscher Amerikanischer Farmer*, has been in Chicago recently in consultation with the Advertisers' Guarantee Company, in regard to making good its guarantee to advertisers in the case of the Chicago *Inter-Ocean*. To a correspondent of PRINTERS' INK Mr. Nagel said:

My paper has been one of those guaranteed by the Advertisers' Guarantee Company since its start. I have always considered the guarantee given by this company one that really guaranteed, and have felt that it helped me get business. This is especially true of a paper which has had the rapid growth that the *Deutsch Amerikanischer Farmer* has experienced. In about four years we have built up a circulation of 100,000 copies, the largest circulation of any agricultural weekly in the world. It was absolutely necessary that we have some way of guaranteeing to advertisers who did not know us that we really had this circulation, but if the guarantee that this company has given in the past is not now made good in the case of the *Inter-Ocean's* advertisers, it seems to me that our advertisers will have very little faith in it in the future. I insist that the Guarantee Company should offer to pay every advertiser who used the *Inter-Ocean* a rebate equal to the difference between the circulation claimed by the *Inter-Ocean* and the circulation which the Guarantee Company claims the *Inter-Ocean* really had. If the Guarantee Company does this, it will be looked up to by the advertising world as absolutely reliable. In case the company refuses, I think the papers that subscribed to the company should make good the guarantee. I have talked this matter over with several members, and they are all of the same opinion. That, of course, would mean the papers would withdraw from the company and would carry out the work on their own account. I think you may rest assured that one or the other of these plans will be followed. A guarantee which can be collected only by suit would be of no value to advertisers.

BOOK ADVERTISING.

NEW YORK, April 18, 1900.

Editor of PRINTERS' INK:

I read your magazine every issue, hoping against hope each time to find some hints to the publisher who advertises, but am usually doomed to disappointment. The butcher and the baker and the candle-stick maker, to say nothing of the dry goods merchant, shoe dealer, etc., gets his full share of hints, but the poor book publisher or bookseller is seldom remembered. Why is this? Have you nothing to say to him? Very sincerely yours,

PUBLISHER.

The advertising of books requires judgment rather than hints and rules. Every book that is issued differs from every other book that has preceded it or may succeed it, and consequently appeals to a distinct constituency of its own. In advertising it, it must be brought to public attention in a manner to address the class which it will interest. To apply the same methods to one of Dr. Mitchell's novels that have proven successful in the case of Laura Jean Libbey's, would hardly indicate the possession of good business judgment. Nor could one advertise Dr. Mitchell's novels as one would advertise the variorum edition of Shakespeare. It will be an interesting task some day for an advertising man to divide book readers into their various classes, and indicate, or make an effort to indicate, the arguments that appeal to them respectively. There exists, for instance, a large and growing class to whom the fact that a certain book is selling rapidly appeals very strongly, and who purchase every volume the sales of which show that its popularity is on the increase. To make an announcement to them that "When Knighthood was in Flower" or "Janice Meredith" or "To Have and To Hold" is now in its eightieth thousand, is to make the strongest argument for its purchase. To have the book dramatized also "catches" them in crowds. Then there is a class with little literary culture perhaps, but with a desire to possess the classics if these may be bought on easy terms. Mr. Wanamaker has secured a goodly amount of their patronage by large advertisements in popular dailies. Popular books of history, science

or philosophy appeal to still another division. To the real book lovers the announcement of a book's issue, and an indication—where necessary—of what it is composed of, is all that is required. To advertise to them the publication of another volume of McMaster's history, or of the Variorum Shakespeare, a new novel by Marion Crawford or Mr. Howells, brings its orders without further effort. There probably exists still a dozen more constituencies to each of which the publications of a different publisher make their distinct appeal. The broadness of the field has perhaps deterred a number of publishers from advertising; but, in the same manner as one may not learn how to swim without going into the water, so no publisher may learn how to advertise without plunging into the advertising sea. To stand on the shore taking the advice and hints of all the watchers, is to see even the little bit of courage with which one started ooze away.—[Ed. P. I.]

MR. CURTIS AND HIS PAPERS.

"The largest periodical publishing plant in the world" will be the possession of the Curtis Publishing Company, of Philadelphia, so soon as their new annex building, now nearing completion, shall be ready for the equipment that each month produces the *Ladies' Home Journal* and each week the *Saturday Evening Post*. No demonstration is required to make it plain that a monthly calling for an edition of 900,000 copies and a weekly that has reached a sale of 250,000 demand a very extensive factory for their economical and prompt outturning. When all the presses are set up in the new building, they will afford a capacity of 500,000 copies of the *Ladies' Home Journal* every month. That there is good reason for anticipating an edition of 500,000 for the *Post* is evidenced by the fact that of late its list has been increased at the rate of 5,000 per week.

The Curtis Publishing Company now claim a "larger bona fide, paid-for circulation for the *Ladies' Home Journal* than has any other

periodical in the world." The modifiers in that sentence are both explicit and emphatic. The *Journal's* circulation is bona fide, because no larger number of copies are printed each month than are actually ordered and paid for, no copies may be returned from the news trade, and there are no cut or club or short-term subscriptions accepted at a nominal price.

Cyrus Curtis' career is an interesting one. It does not lack in the strenuous quality. In the commanding position he has achieved within a decade and a half in the publishing of periodicals of general circulation, Mr. Curtis stands alone. He is not yet fifty years old. Born in Maine, he lived in Boston in his old youth and young manhood, and in 1876 began in Philadelphia the publication of a weekly paper, the *Tribune Farmer*, from which developed the idea of the *Ladies' Home Journal*. When only twelve years old, during the Civil war, the boy Curtis began business as a newsboy, which doubtless had as much to do with his being in the publishing business to-day as any other factor.—*Newspaperdom*.

NUMBER FIVE.



PRINTERS' INK will shortly award a Sugar Bowl to the American weekly that gives an advertiser best service in proportion to the price charged.

WHERE photographed script is used in an advertisement instead of type it should be very plain writing.

NOTES.

THE *Two Heads*, a house organ of Gibbs & Williams, New York, is the latest "PRINTERS' INK baby."

THE April issue of the *Show Window* (Chicago) is a street fair number and goes extensively into the entire subject.

THE Art Association of Chicago is making an endeavor to rid the Windy City's boulevards and residential portions of billboards.

THE American Press Association, New York, sells newspaper publishers plates of six large advertisements, soliciting advertisements, for \$1.

AN East Market street cafe window contains a clock arrangement with a small hammer continuously tapping the window.—*Wilkes-Barre (Pa.) Leader*.

It is said a Detroit merchant recently put into his window the following announcement: All Goods One Quarter Off On Account of the Death of My Daughter.

APRIL 30 the week-day morning edition of the *World* in Greater New York and the adjacent territory, where the retail price is one cent per copy, became non returnable.

THE Charles F. Powers Company, makers of dining-room furniture, issue a catalogue whose pictures of the furniture offered make it worth a look by every advertising man.

ONE of the most beautiful designs for a railroad book cover is to be seen in the brochure just issued by the Chicago, Burlington and Quincy Railroad, named "Colorado via the Burlington Route."

A shoe dealer in Newark, N. J., gets a good deal of trade by sending out circulars to the effect that he will keep in repair without charge for six months every pair of shoes bought from him.

THE Chicago & Northwestern issues a fine booklet called "Through Picturesque Wisconsin," giving pictures and information concerning the interesting places one passes in the journey from Chicago to Minnesota.

HERE is a clever little quatrain used by the Campbell Soup Company:

"Of all the things which help a man
In any known direction,
We must admit perfection can,
And so we can perfection!"

MR. STEPHEN B. SMITH, 30 Tribune Building, New York, has been appointed advertising representative of the San Francisco (Cal.) *Call*. His territory "will include the cities of Buffalo and Pittsburgh and all east of those cities."

THE Montgomery (Ala.) *Advertiser* has furnished a circulation statement to the American Newspaper Directory for a year, ending March, 1900, showing its daily issue for that period to have averaged 6,642 and its Sunday issue, 7,646.

THE Philadelphia Commercial Museum has prepared a pamphlet of "Conversion Tables of Weights and Measures and Foreign Monies," giving foreign measures and moneys and their equivalent

in United States weights and currency.

IN its April issue *Agricultural Advertising*, Chicago, publishes the views of a score or so of advertisers on testimonials. These differ widely and no original ideas on the subject were secured, so far as PRINTERS' INK could discern.

THE *Mail and Express* of Topeka has been made official State paper of Kansas. This newspaper has just ordered a web perfecting press and claim that they will be the only weekly newspaper west of Chicago owning and operating such a press.

THE London County Council has adopted a by-law prohibiting advertising in the open air by flash or calcium light. It is claimed that the lights frighten horses and cause danger to traffic. The penalty involved is not to exceed \$25.—*Brooklyn (N. Y.) Times*, April 16.

ONE of Johnson's Anodyne Liniment street car ads reads as follows: Johnson's Anodyne Liniment. When to stop using. When cramps and pains cease to abound. When all mankind is free from guile. When women cease to look around. To comment on another's style—never.

IN a shoe window on Broadway is a large cardboard contrivance which shows an old shoemaker in the act of spanking a little colored boy who has been annoying him. The hands of the old man are made to move rapidly and the caption to the attraction is: "Black Kid—Hand Weltered."

UP near Union square a cigar dealer has two young ladies in the window rolling the fragrant weeds. For ten cents you can pick out whatever leaves you require and have them made into a cigar by one of the fair damsels while you wait. Needless to say, the store is generally crowded.

A WRITER in the *Advertising World* says unmarked delivery wagons are gaining in favor. People who buy from installment houses, or ladies in high-class neighborhoods who purchase at bargain sales frequently request that deliveries be made in wagons containing no indication of the place whence they come.

THE Acting British Consul in the city of Mexico calls attention to the fact that foreign trade-marks must be registered if the exporters expect to be fully protected. The warning and advice he gives to his fellow-countrymen is equally as useful to United States exporters to the Mexican markets.—*St. Louis Modern Miller*, April 7.

THE Marine Advertising Company of Chicago offers to advertisers to give at least two entertainments in each of the forty-two towns that border Lake Michigan. At these a flashlight picture of any card or poster furnished will be given, and any circular, booklet or novelty sent will be distributed. The journey is to take six months and to cost \$120.

THE advertisements on the cars, omnibuses and tickets of the London County Council Tramways brought in nearly \$40,000 during 1899. Of this

the council netted about \$30,000, the balance going in commission. For the future, an arrangement has been made to pay the advertising agent only twenty per cent commission.—*Brooklyn Times*, April 16.

The Cleveland Trust Company, of Cleveland, print some remarks on saving, culled from Poor Richard's Almanac, in a little 3 by 4½-inch booklet, in the style of type and paper of Franklin's time. It is entitled: Hints To Those That Would Be Rich: being a verbatim reprint (together with an introduction, some notes and an epilogue by the editor,) of some extremely instructive maxims contained in the almanack for 1737 by Richard Saunders, Philom. First printed and sold by B. Franklin, at the new printing office near the market; these maxims being now newly printed for the Cleveland Trust Company in the Garfield Building at the corner of Euclid avenue and Bond street.

A new device to be applied to an advertising wagon has been patented by Franklin E. Smith, of this city. The wagon is provided with a frame in which is journaled a series of parallelograms, four on each side. On each of the four surfaces of the parallelograms are spaces for advertisements. By means of gears, operated by the rear axle of the wagon, the parallelograms are rotated intermittently, so that every so often new advertisements are exposed to view. In case it is desired to show an advertisement a longer time than ordinary, the driver can do so by means of a lever. Attention is to be drawn to the advertisements by ornamenting the wagon and harness. A company has been formed to build the wagons.—*New Bedford (Mass.) Standard*.

AFTER a short illness, Mr. Frederick B. Whitney, assistant treasurer and manager of the Boston Transcript Company, died Thursday, April 19. Mr. Whitney was born in Philadelphia, November 25, 1850. In 1863 he entered the employ of the *Transcript*, in the counting room. His advance from office boy to business manager and assistant treasurer was steady and substantial. At the time of his last promotion in 1886 he had filled every position in the business department and gained a thorough equipment for his more comprehensive duties. While in the best sense conservative, he was none the less wisely progressive along lines that his business judgment and nice sense of propriety approved. He was downright honest and alert and vigilant in seeing that the paper should harmonize in its business and editorial service.—*Boston (Mass.) Transcript*, April 20.

IN EASY INSTALLMENTS.

The cheapest way to get space in a paper is to contract for one year continuous run. The price that a year aggregates scares many people. But if they would reduce their figures to days, or weeks or even months, the sum is very little and is paid in easy installments.—*Clinton (Iowa) Herald*.

The biggest bargains are useless unless possible buyers are informed that they exist.—*Fairport (N. Y.) Mail*.

DELAY IN REPLYING TO INQUIRIES.

CANNELTON, Ind., April 20, 1900.

Editor of PRINTERS' INK:

As a general thing, large mail-order houses are not inclined to be very prompt in replying to correspondence, mailing catalogues, etc. The reason for this is that the force of hands carried by the firms for this work is insufficient to bring the work up to date, and as a consequence, catalogues are "pigeon-holed" to be attended to in "their regular turn."

Giving all correspondence prompt attention is an element of an advertiser's success. Suppose, for instance, a man in Indiana wants a bicycle. He requests, say, two large department stores of Chicago to send catalogues. Three days after writing he receives a catalogue from one of the firms. He examines it very minutely, noting prices and descriptions, but not wishing to buy too hastily, he lays the catalogue aside to compare the wheels described therein with the wheels sold by the other catalogue house. After waiting three or four days for the catalogue to arrive, this man's patience finally becomes exhausted and he orders a wheel from the firm who responded promptly. In a case like this (no uncommon one by any means) the house that failed to respond promptly loses a sale, not because the other firm sold cheaper or better wheels, but because it failed to make the most of its opportunity.

TAYLOR Z. RICHEY.

IN MAINE.

NORWAY, Me., April 20, 1900.

Editor of PRINTERS' INK:

Clerk Lee M. Smith at Henry B. Foster's clothing store recently dressed a window so that it drew a large trade. He filled a barrel with men's cotton hose and, placing it in the window, tipped it on the side at an angle, so that passersby could look into it from either the side light or front. The rest of the window was filled with more hose laid in pairs crossing each other x shape. The hose were gray and various shades of brown, and a background was made of green crepe paper—not an appeal to the artistic eye, but it did say to everybody who saw it: "Stockings, here they are, don't you need some?" Price marks were with them.

Very truly,

D. C. CLARK.

IN BOSTON.

BOSTON, Mass., April 20, 1900.

Editor of PRINTERS' INK:

While in the business office of the *Globe* the other day, I noticed the business manager reading a copy of PRINTERS' INK. He seemed much interested in the Little Schoolmaster and could hardly tear himself away long enough to attend to matters that required his urgent attention. F. N. H.

FINDS IT DISCOURAGING.

As the general matter stands at present, the honest publisher is not stimulated by the knowledge that his neighbor, who has perhaps one-quarter his own circulation, will swear to twice as much.—S. F. Whipple, in *Profitable Advertising*.

Wanted At Once!



Eggs, Butter and Wool

5,000 Dozen Eggs
at 10c per dozen.

5,000 lbs. Butter
at 15c per pound.

100,000 lbs. Wool
Highest Market Price

CARTER, SHEETS & CO.

A CURIOSITY.

CAMERON, Mo., April 21, 1900.

Editor of PRINTERS' INK:

Herewith find ad clipped from the Gallatin (Mo.) Democrat of this week.

During my nineteen years of country town printing I have never ran across a more unique displayed ad. Thinking it worthy your consideration, I place it at hand. Yours respectfully,

J. J. BARRETT.

"SOUTHERN TRADE RECORD."

NEW YORK, April 18, 1900.

Editor of PRINTERS' INK:

We are interested in ascertaining the circulation of the *Southern Trade Record*, Cincinnati, Ohio, and would be greatly obliged for your kind information in regard to it.

Yours very truly, H. HOLLANDER.

The latest issue of the American Newspaper Directory gives the circulation of the *Southern Trade Record* of Cincinnati as follows: Actual average for a year, ending with October, 1899, 23,690. No later information is available.—[EDITOR PRINTERS' INK.]

BRICKS FOR CIRCULARS.

A novel experiment to evade the recently enacted ordinance prohibiting the distribution of circulars was attempted late Saturday night by the advertising agent of an uptown theater, but it proved rather expensive and is not likely to be tried again. This advertising agent thought out the brilliant idea of pasting circulars on genuine bricks, which were to be distributed about the city. Several two-horse wagons were loaded with these bricks late Saturday night and were started out about 12 o'clock to cover the northern section of the city. Each wagon was accompanied by two or three men, who placed the advertising bricks on doorsteps, window sills and in store doors. The men worked industriously until about 2 o'clock and had distributed nearly 1,500 bricks when the police interfered and locked three of the offenders up at the Twenty-eighth district station. Magistrate Pullinger gave the men a hearing yesterday morning and decided that the new ordinance had been violated. He imposed a fine of \$5 and costs on Manager F. G. Nirdlinger, of the People's Theater, John Dwyer and Frank Beetinger.—*Philadelphia Call*.

SEATTLE'S BUREAU.

The principal business of the bureau is to furnish Eastern newspapers with facts concerning Seattle and Puget Sound. On an average fifty letters are sent out weekly, over one-half of which are regularly printed. Secretary Moore says that city papers are his best customers, the small country journals evidently fearing to advertise Seattle lest their own sections should be injured. Last month he prepared an article on the promotion system in the Seattle schools, and sent copies to different educational papers. Another branch of the bureau's business is to get out correspondence folders. These contain interesting data about this region, and are furnished free of charge to business men. In the last six months 30,000 of them have been printed, of which a few hundred still remain. They can easily be sent in letters, and are not large enough to increase the postage. Secretary Moore says that when a business firm is sending out circulars it can without trouble or expense inclose folders.—*Seattle (Wash.) Post-Intelligencer*.

THE RETAILER'S VIEW.

At the meeting of the National Convention of Retail Grocers, held at Cleveland, Ohio, in January, the proceedings of which have just seen the light, Mr. F. J. Barrett delivered a speech on trade journalism, in which he said:

If the advertiser omits the trade journal he minimizes the results and places in peril whatever plan is pursued. I am bold enough to assert that any article of food would be driven out of the market, no matter how extensively advertised, if it were discredited and thrown out of stock by the 300,000 distributors of food in the United States.

SOME people put advertising "on the shelf" and there's where their goods stay too.—*Mail Order Journal*.

BUYING DUCKS.

The C. B. Cottrell & Sons Company, New York City, send out a circular with the following argument:

There are two ways of securing a duck.

The easy and cheap way is to go to the market and make your selection. The other way is to buy a gun, ammunition, shooting suit, decoys, and a dog; travel about forty miles on the train; hire a guide and a boat; slop around in the mud for thirty-six hours in a soaking down-pour, miss the only duck you see and buy one at the market on your way home.

We have all been through that experience. It's tough enough in duck shooting, but it's ghastly when you meet it in business. And you sometimes do.

Thus there are two ways of buying a printing press. The easy and cheap way is to go to C. B. Cottrell & Sons Company and make your selection. The other way is to buy the left-over trouble of some other man; a second-hand press with which some one has failed; a press, perhaps, that continually wears the sign "Stopped for repairs"; a press which has some vicious habit of bad register, or slur, or vibration; a press which drives away customers; a press which, after costing double its price for repairs, you trade off for a Cottrell.

Who can tell just how much you pay for a printing press bought in this way? It is the duck-shooting experience repeated. Is it not common sense to begin with a Cottrell, and thus escape repairs, annoyances, delays, and loss of trade?

If you have a press to-day that is giving you trouble, let us trade with you for a new series, high-speed, latest improved Cottrell.

THE AGENT'S FAULT.

We know of concerns that have spent thousands of dollars in advertising and have become disgusted with the whole business, because their "pet schemes" did not work out. In nearly every instance their advertising agents might have prevented such disastrous results by insisting on the adoption of the right plans, but they did not have the moral courage to tell the advertiser plainly that his own "pet schemes" would not prove successful. They might have lost his contracts for the time being had they done so, but in the long run it is best for the advertising agent to stand guard over the advertiser and protect him from his own whims and inexperience.—*Indianapolis (Ind.) Industrialist.*

THE MOMENTUM.

In advertising it takes more or less time to get up momentum. It takes time to get people into the habit of reading ads; it takes more time to get a grip on them and influence their buying; it takes time to get the cumulative results. That is why persistent and frequent changes count for so much. If you advertise spasmodically you fail to get the momentum. Your failure to keep at it or neglect of frequent changes loosens your grip on people; you are putting on the brake when you should be getting up speed.—*American Druggist and Pharmaceutical Record.*

ELECTROTYPING.

Your form has reached the foundry. The "molder" takes it and brushes black lead (plumbago) thickly all over it, then puts it face down on a "case." This case is a sheet of stereotype or electrotype metal—they vary in size—which is covered with about a quarter of an inch of electrotyper's wax. Then he puts it in the press, which, actuated by a screw toggle or hydraulic power, presses the form down into the wax, the depth of the impression depending on the character of the form—and of the molder. When the form is lifted off, there is the "print" deep in the wax, with "gobs" and points of wax sticking up all over it where there were open spaces in the form. These are trimmed off, the "case" built up where it needs it, and then it goes into a machine where revolving brushes distribute very fine plumbago very evenly over it. If there is to be more than one electro of the form, it is impressed on another case, or on the same one, if there is room, as many times as there are to be electros. After the plumbago is properly applied, the case is ready to be put in the bath, and when it comes out of there, with the copper shell formed on it, that's the last of that case for that job. The wax is scraped off, and the metal back covered afresh.—*Advertising World.*

IN PARIS.

At the department stores, on entering, the shopper may secure a transfer card, which is punched by the saleswoman with the amount of the purchases, at every counter, and at the same door by which she entered the sum of her expenditures is figured, and the whole transaction completed in much less time than is required under our own complicated system. If a woman's time and strength are limited, it is possible to do her shopping in bed in the morning, or on the sofa, in the afternoon. The Parisian merchants do not hesitate to send out large hamper, or baskets, filled with purple and fine linens, to the hotels, or pension bedrooms, under the care of an expert saleswoman, who, if she knows her business, can sell double the quantity of goods when the shopper is at home at ease and in good humor.—*Buyer.*

STEREOTYPED ADVERTISING EXPRESSIONS.



"ANY ONE CAN USE IT."

HOW ROUSS READS NEWSPAPERS.

People who happen to be on Fifth avenue, New York, between 7 and 8 o'clock every evening can see an old-fashioned carriage with two seats driven rapidly uptown. On the back seat sits an old gentleman comfortably placed, well wrapped up with furs and a slouch hat drawn down over his eyes. Beside him is a younger man with an open newspaper spread upon his knees and an electric lamp in his hand. His mouth is close to his companion's ear so that the latter can hear distinctly as he reads the evening papers above the rattle of the wheels of thousands of carriages and delivery wagons over the rough stone pavement. Between 6 and 7 o'clock every morning the same sight may be witnessed by people who get out so early. The old gentleman in the carriage is Charles Broadway Rouss, a blind man who has the largest wholesale notion store in New York City, and that is the way he gets the news of the busy world. He says he has no time to have the newspapers read to him except while he is riding between his home and his store.—*Chicago (Ill.) Record.*

THE proper kind of advertising, the kind that is culminative, requires time. When the results do come they don't come with a rush. The growth is of the healthy kind.—*C. V. White.*

ARRANGED BY STATES.

Advertisements under this head 50 cents a line each time. By the year \$25 a line. No display other than 3-line initial letter. Must be handed in one week in advance.

CONNECTICUT.

THE DAY, New London, prints 8 to 16 pages. Advertisers cannot get hidden away on pages no one reads.

GEORGIA.

SOUTHERN FARMER, Athens, Ga. Leading Southern agricultural publication. Thrifty people read it; 22,000 monthly. Covers South and Southwest. Advertising rates very low.

ILLINOIS.

CONKEY'S HOME JOURNAL is a profitable medium for advertisers to reach the best class of people living in the smaller towns. Circulation for June over 150,000 copies. Form close 15th of month. Rate, 60c. flat. Send for sample copy and full particulars. W. B. CONKEY COMPANY, Chicago, Ill.

MAINE.

FIFTY-FIVE years old—1899 biggest advertising year yet—record of THE COURIER GAZETTE, Rockland, Me., twice-a-week. We want your ad if we haven't it already. No other paper can put it before so many readers in our corner of Maine.

SOUTH CAROLINA.

THE EVENING POST, Charleston, S. C., is the only afternoon paper published in 100 miles of its office. It is the official advertising journal of Charleston, S. C.

CANADA.

CANADIAN ADVERTISING is best done by THE E. DESBARATS ADVERTISING AGENCY, Montreal.

CLASS PAPERS.

ADVERTISING.

PRINTERS' INK, published weekly by Geo. P. Rowell & Co., was the first of the now numerous class of journals devoted to advertising. It likes to call itself The Little Schoolmaster in the Art of Advertising. Since its establishment in 1888 it has had nearly two hundred imitators.

PRINTERS' INK aims to teach good advertising by publishing good advertising methods, giving examples of good and bad advertising and telling why. It also considers the value of newspapers as advertising mediums. Its columns are wide open for the discussion of any topic interesting to advertisers. Every advertising man who is known at all has contributed to its columns. PRINTERS' INK's way of teaching is by exciting thought and discussion, expressing occasionally an opinion in favor of one plan and opposing another, but making no effort to be consistent, advocating to day to-day's opinions and abandoning yesterday's theories to the dead past. Average circulation during 1898, 23,171. Subscription price \$5 a year. Advertising rates, classified 25 cents a line each time, display 50 cents a line. Address PRINTERS' INK, 10 Spruce St., N. Y.

RELIGIOUS.

BAPTIST.

THE GEORGIA BAPTIST, Augusta, Ga., is read by more than 5,000 progressive negro preachers and teachers in Georgia, South Carolina, Alabama and Florida. Circ'n for 1899, 6,275 weekly.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

WANTED.—Case of bad health that R.I.P.A.N.S. will not benefit. Send 5 cents to Ripans Chemical Co., New York, for 10 samples and 1,000 testimonials.



If
You're
in the
Dark

as to how
to prepare
your advertisement.

ments, circulars, booklets and catalogues, write to me for information—I can assist you. The light of years of experience has made the entire subject perfectly clear to me.

The advantage of dealing with me is that I attend to the whole business. I write, illustrate, print, bind and deliver a job complete. I relieve you of all trouble. One order, one check, does the business. Write me and let me know what you want.

WM. JOHNSTON,

Manager Printers' Ink Press,

10 SPRUCE ST., NEW YORK.

An Ideal Local Daily, In An Ideal Section.

No newspaper anywhere offers its advertisers a better proposition. It covers its field thoroughly with 7,200 daily circulation, and its readers are of a class who have money to spend. Four times the circulation of any other Chester newspaper is what the

Chester Times

guarantees absolutely to its advertisers.

WALLACE & SPROUL,

Chester, Pa.

DAILIES PAY BEST

Advertisers of many useful articles, for example, soap, starch, soup, cereal foods, ladies' clothing, men's apparel, cameras, etc., spend thousands of dollars a year in magazines. The same money put into daily newspapers would make more lasting impressions and bring certain results. They would get a hearing 26 times a month for the same money. There have been few failures among reputable, wide-awake daily newspaper advertisers.

When considering real value in the daily field remember

THE JOLIET DAILY NEWS

Has a Circulation of Over 6,000 in a City of 40,000 Souls.

*The Lowest-priced Magazine Advertising in America.
Figure it out for yourself.*

NICKELL MAGAZINE

*The Only 5c. Illustrated Monthly
Magazine in the World.*

PAYS ADVERTISERS.

Here is what one advertiser says:

Publishers Nickell Magazine:

GENTLEMEN:—Please enter our order for another year at price quoted in your favor of Sept. 29, for space of one-fourth page. We prefer not to miss a single insertion, and you are authorized to use our old electrotype until the new design is delivered to you.

The Nickell Magazine has paid us much better than some of the magazines that make larger claims. Wishing you a large share of success, we remain,

OHIO ELECTRIC WORKS, Cleveland, Ohio.

—and "there are others."

The

NICKELL MAGAZINE

Advertising Rates are very low—30 cents an agate line and \$50 a page, with 5, 10 and 20 per cent discount on 3, 6 and 12 months' orders. Circulation claims guaranteed by a \$1,000 forfeit. Circulation statement, rate cards and sample copies can be had of all reputable advertising agencies or the publishers,

THE POTTER-KENDALL CO., Boston, Mass.



Montgomery, Ala., 40,000

(CITY AND SUBURBS.)

The Journal

Only
Afternoon
Paper

The Evening Journal OF JERSEY
CITY, N. J.

Goes into over Thirteen Thousand Families in
Jersey City, and is a guest in over eighty percent
of the English speaking households in the city.

AVERAGE DAILY CIRCULATION IN 1899, 14,486

2 OF MANY
REASONS WHY

THE CHURCH PROGRESS

IS THE BEST
CATHOLIC ADVERTISING MEDIUM
IN THE WEST

- 1st. — Because its sixty-five influential stockholders believe in reciprocity.
- 2d, — Because its general circulation is more than 25 per cent larger than any of its contemporaries.

ESTABLISHED 1878.

CIRCULATION, 32,000

For sample copy and rates apply to

J. P. STAMM, FULLERTON BUILDING, ST. LOUIS.



500,000 CIRCULATION,

Guaranteed and Proven.

This new and valuable circulation has been obtained in the past two years by wide-spread advertising and giving of attractive premiums.

\$1.50 PER AGATE LINE.

POPULAR FASHIONS circulates among 500,000 paid subscribers in the country and the country towns. It carries a large amount of advertising and

ALL ITS ADVERTISERS SAY IT PAYS.

RECOLLECT! In all recent estimates made by judicious advertisers as to relative returns and cost of hundreds of advertising mediums, the place at the head of the list has been awarded to POPULAR FASHIONS as yielding the best returns based on the cost. Send orders through your agent or direct.

POPULAR FASHIONS COMPANY, 79 Fourth Ave., New York City.

Latest Information

CONCERNING NEWSPAPER CIRCULATIONS.

I NVALUABLE for advertisers. AMERICAN NEWSPAPER DIRECTORY. Published March 1, 1900. 32d year; 1st quarterly issue; 1424 pages. Price five dollars. Delivered, carriage paid, on receipt of price. GEO. P. ROWELL & CO., Publishers, No. 10 Spruce Street, New York.

ONLY SEVEN



There are only seven semi-monthly papers in the U. S. having as large a **guaranteed** circulation as **Farm - Poultry**. In all the North-eastern states, New York, New Jersey, Pennsylvania and the six New England States, it has the **highest** rating of any paper devoted to live-stock; in New England it equals the **combined** circulation of all such. **The poultry raising industry** is now yielding returns larger than any other farm product. Statistics prove this statement.

Farm-Poultry has a larger circulation, a greater influence, and more well-to-do readers among this class than any other poultry paper **in all the world**. Its subscribers are heads of families. Every subscription is paid in advance. Therefore advertisers in

Farm = Poultry

Get results. It will pay any advertiser who wishes to reach families who have money to spend. Rates and sample on application to **I. S. JOHNSON & CO., 22 Custom House St., Boston, Mass.**

The Times and the Southwest

—the GOAL and the MEDIUM of its unquestioned accomplishment—have become identical in the minds of **observant advertisers**. You must look out for your own interests in an age in which change is the most pronounced feature. To take your eye from the field means to miss the opportunity.

To-day it is the Kansas City Times in Kansas City and the Southwest

The heart of an empire awaits your business news through the columns of this prosperous morning daily—33,000 homes are open to the merits of your proposition. You cannot cover Kansas City territory without the TIMES.

In the Times you reach the brains and money of this territory

Buying people read it.

Business men use it.

For rates and particulars write

THE S. C. BECKWITH SPECIAL AGENCY,
48 TRIBUNE BUILDING, NEW YORK.

BUSINESS MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make business more profitable by a judicious system of advertising.

By Chas. F. Jones.

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Chas. F. Jones, care PRINTERS' INK.

I present here a plan of advertising by means of a small daily newspaper, printed and published by a retail store, and distributed among its own customers.

This little sheet may be gotten up in two forms, the first of which can be called a store edition. This can be placed on a stand at the door of the store, or it may be distributed by some one to each person entering the building. It should give a list of all or many of the principal offerings of the day, stating the part of the store where each may be found, and giving the price at which the goods may be bought.

A great many persons will, of course, read your advertisement in the paper, but unless they preserve a clipping and bring it with them to the store, in a great many cases they will forget some of the good things which you are selling, and probably go home again without buying them, when, if they had this little paper at hand to suggest to them again the items which they saw in the newspaper, they would probably purchase a great many things which they would otherwise neglect.

At the same time that the store edition is being distributed at the door, a similar sheet, only containing such items as will be on sale the next day, may be placed in all the bundles which are wrapped, at the wrapping desk. This little sheet will be carried home by the purchasers and when there they may be induced to return again by noticing some particular items which you advertise. The cost of getting up the editions will be only a few cents more than one edition, because the items which were in yesterday's paper

that is wrapped in the bundles will appear in to-day's paper which is distributed at the door, and likewise to-day's home edition will contain the same items which will be in to-morrow's store edition.

This is one of the little features which can be employed to great advantage in building up a trade. Your newspaper advertising will bring people to your store, but it then remains for you to induce them to buy all you possibly can, and to bring them back again at some future time.

I do not know of any plan by which this can be as easily accomplished as by publishing a small paper of this kind.

The matter in the paper should be written up in a bright, newsy style, rather than in the style of an advertisement, and it might even be profitable in some cases to print one or two items of news not connected with business. This would lend to the paper some readable features outside of its mere advertising value.

"PRINTERS' INK" STORE NEWS.
The Smallest Daily Newspaper in the World.

NEW YORK, March 1, 1900.

Published daily (Sunday Excepted) by the PRINTERS' INK Store, 10 Spruce St. Two editions daily.

This store edition is presented free of charge to every person entering our house. It tells you just where to find many of the special offerings of to-day.

There are some extraordinary things going on in our Fine Wash Goods Stock which will pay every woman to investigate.

We can, of course, only mention here a few of the items. Ask to see the rest.

Have you seen the line of new Dress Gingham we are selling at 10c a yard? They are pretty and stylish—10c.

New French Organdy Lawns and new Imported Scotch Zephyr Gingham in marvelous beauty at 25c a yard—25c.

New French Batiste and new French Indian Dimity in hundreds of exquisite tints and tasty patterns at 30c a yard—30c.

New Crepon Gingham in rainbow effects at 35c a yard. Here are some of the richest fabrics that are made—35c.

New Imported French Sateens in beautiful silk effects. The handsomest line we ever saw of these goods. You will find them in the south aisle as you enter the store—40c.

We began with last Monday a Special Sale of Silks. Oh! what a crowd we have had every day since. Of course you attended, but did you notice this one item?

1,200 yards of pretty Striped Habutai Silks. An extra quality which has a 65c ticket on it in many stores—49c.

You have missed it if you did not buy a dress of this. It is not too late yet. The silk department is in the rear of store, south aisle.

Down go Dress Goods, too. Two long tables in the rear of center aisle contain these bargains:

This is the price per yard for twenty pieces of English Check Dress Goods which some stores will sell for 50c—35c.

Your choice of thirty-eight pieces new All-Wool Mixed and Striped Suitings. Exceptionally good value—45c.

There are lots of new things on display that you must not miss seeing. A new line of Imported Hats on the second floor. 2,000 pairs of Lace Curtains were received yesterday. See them on the third floor.

The opening of our Ladies' new Toilet Room on second floor. Visit it.

"PRINTERS' INK" STORE NEWS. The Smallest Daily Newspaper in the World.

NEW YORK, March 1, 1900.

Published Daily (Sunday Excepted) by the PRINTERS' INK Store, 10 Spruce St. Two editions daily.

This home edition is put in every package which goes out of our store. It tells of many of the specials which we will offer to-morrow. Come and see them.

The whole main floor of our Jefferson street wing has been turned over to our Muslin Underwear man. He says he is going to have the biggest Underwear Sale ever seen here. We are going to help him by giving him permission to cut prices right and left. He bought too many of these goods, and now we have to work altogether to reduce stock. Here is the way they go:

25c is the price for Drawers worth 35c—25c.

29c is the price for Drawers worth 40c—29c.

39c is the price for chemises worth 50c—39c.

39c is the price for Skirts worth 55c—39c.

49c is the price for Drawers worth 60c—49c.

49c is the price for Chemises worth 65c—49c.

50c is the price for Gowns worth 65c—50c.

Did you know we had opened a Sewing Machine Department on second floor to the left of elevator. Now we sell a machine at \$19.50 that regular machine agents ask \$50 for. It's a fact. See it, and learn how we can do it.

There are so many new things now that we have to take extra space to describe them:

Five hundred pieces of Men's Fine

Lisle Half-Hose, made by a new factory that has just started. They are worth 50c, but to introduce these new goods we are allowed to sell them at 35c a pair.

See them in the Men's Furnishing Department in front of ground floor.

New Laces in black and white at Lace Counter on north side of store, half-way back.

New Brussels Carpets in Carpet Department, third floor. Price, 80c a yard. Extra value.

* * *

Our business is merchant tailoring and the problem we would like help in solving is the advertising one.

We do not make a specialty of cheap prices, because we cater to a class of trade to which the price is no object in comparison to the quality, fit and workmanship, therefore, we subordinate everything to these three things.

We have to in order to compete with your Fifth avenue tailors, because we not only draw trade from this city, but from the Oranges, and quite a little from New York City.

Now, how shall we reach these people? We send announcements out twice a year, but the results are not astounding by any means. We understand that to be successful in newspaper advertising you have to quote prices, and they must be low. But, as we said, we do not want this trade that is after low prices.

We would be extremely grateful for your opinion. Yours truly,

The whole of advertising is not wrapt up in merely cheap prices, as some people seem to imagine. Many people, of course, want a low price and nothing else, but there are others who look at quality, style, fit, wear, etc., and consider many points before they think of the price.

A good advertisement does not necessarily have to quote prices.

I believe the newspaper is the best means through which to secure any kind of local patronage; it does not matter whether it is rich or poor; everybody reads the newspaper. The advertisement, however, must be fitted to suit the class to which you wish it to appeal. If the class is in moderate circumstances, to whom price is a great item, then quote price. If you want to appeal to the class of people who think more of style, then talk about style.

* * *

I am about to open a modern general store in a suburb having a population of about 4,000. The competition I'll have to encounter is from one small store in the suburb proper, and from the large department stores in the city. The location of my store makes it impossible

to advertise effectively in the newspapers.

I have outlined the following plan of advertising and respectfully submit same for your consideration:

An invitation typewritten letter, announcing the store and giving date of opening, to be sent to every house, followed up in a day or two by a handbill, giving description and prices of various items, also announcing a souvenir to be given free to every one attending our opening sale, purchasers or otherwise, which is my intention to continue for a week. I want to get as many people to see the inside of our store as I possibly can, and am thinking of printing on a handbill a coupon to be accepted by us as 10 cents on a purchase of \$1. Do you think the idea good?

After the opening I shall get out a handbill weekly, distributing same in every house in the territory, from which I propose to draw my trade.

Your opinion of my plans and any further suggestions for properly advertising my store will be highly appreciated.

I shall look for a reply in the Business Management Department of PRINTERS' INK, in my opinion the most valuable department of that publication.

Kindly omit my name and address when answering.

Thanking you in advance, I beg to remain,

Yours truly, A. H. G.

I should think the plan mapped out ought to be a very effective one.

The souvenir will certainly bring a large crowd of readers to the store at the opening. It will depend upon the attractiveness of the place and the impression that they get of the goods and prices as to whether they will come again.

The coupon scheme may probably work all right for a while if it has not been tried by somebody else. It is a bad practice to get into, however, because it simply eats up part of your profits.

* * *

How few really good salespeople there are! We see an immense number of poor ones and a fair number of medium ones, but how few really good ones there are.

It is well for every salesman to consider himself and try to find out in which of these classes he belongs—whether in the poor class, the medium class or the good class. Those who are in the good class have quite a bright future before them; those who are in the medium class may rise above that position or may not—it will depend a great deal upon circumstances; those who are in the poor

class are sure never to get any higher than they are, and, in all probability, will soon drop out of the ranks to make room for better persons.

The good salesman, above all things, is polite under all circumstances, to all persons and at all times. To be a good salesman you must like your business. One who does not like selling goods is very apt to not have the necessary patience in order to cater to all the peculiarities of the customer. A good salesman, in taking hold of a customer, tries to show that he is friendly, but never forward; tries to show that he is pleased to have the customer look at the goods; that he is pleased to wait on the party and is willing to do anything in his power to make a sale. He does not begin with his customers in an abrupt manner, but leads them carefully from one subject to another, up to the point of buying. A good salesman treats one customer just as well as another; treats all with respect, giving the poorest and most cranky as much and as polite attention as he does the richest and the easiest to please.

While it is, of course, a salesman's duty to sell the goods that a house has and to work to the interests of his employers in all cases, still, the best salesman is the one who caters to the tastes and wishes of the customers. He endeavors to sell them proper goods; that is, goods which he knows will please and which he knows are such as the party wishes to buy. To be a good salesman of any line of goods it is necessary that you should be thoroughly acquainted with the stock which you have and that you should know something about each kind of goods; as to what it is, its proper name, and, if possible, something about how it is made and what are the differences between it and some other goods.

A good salesman will be honest and perfectly frank in all his dealings with the purchaser. If there are any defects in the goods, it is always well to tell them. This gives the customers a confidence in what you say which will cause them to lean on your judgment

and believe in your honesty of purpose and the honesty of the goods.

* * *

One mistake that a great many clerks make is in being too anxious to express their individual opinions about certain lines of goods. It is not always well to say too much of what you think, or to give your opinion too decidedly upon anything. It is your place to display the goods and to allow your customers the liberty of making the choice. If they ask of you an opinion, always give an honest one, stating just exactly what you think. However, in some cases, where you find the customers have some difficulty in making up their minds, it is also well to assist them by giving any points which you may know yourself; but do not be too forward in making suggestions which may not be altogether pleasing.

Another mistake which clerks in retail stores sometimes make is in beginning to describe their goods and speak of their beauties, etc., before they display them.

If a lady comes into the store and asks if you have any particular kind of goods, and the clerk begins at once to go through a long speech as to the beauty and style of the goods which he has before he has taken them down from the shelves to show them, the customer may be disappointed in them when she does see them. It is always well to show the goods first; let the first impressions be made by the goods; then, in well directed words, bring out the different good points and display them to the customer's mind. If you begin to talk too freely about the beauty of the goods it may be somewhat of a disappointment to the customer if, after seeing them, she does not think they are as good as you have given her reason to expect.

A good salesman must be very careful in his dealings with every one. There are hardly two people in the world who can be handled exactly alike.

Try and learn from your customers just how to handle each one, or how to handle each class of persons, so that when you meet

with a certain customer again, or another person of the same class, you will know exactly what to say and how to please her.

* * *

I have been a constant reader of *PRINTERS' INK* for some time, but I have seen nothing in it which relates directly to my business. I am sure that I have been greatly benefited by reading it. I inclose three advertisements that I have used. I have run these and similar advertisements three days in a week in an evening paper in space surrounded by reading matter. I usually change the advertisements each insertion. There is something wrong with them, as they do not bring the proper results. The papers here carry a large number of medical advertisements, some of them large advertisements and others small. Several medical institutes here treat nearly all chronic diseases, rectal diseases included. Do you think it better to use a small space and run often or a large space and run once in a week or in two weeks? That is, when you use the same amount of space is it better to divide it up or run it in one big space? If you think it better to run the large space occasionally, would you run it on Sunday or during the week?

Criticise the advertisements and my plan as much as you care to and please give your opinion about the best way to advertise this line.

Thanking you in advance, I remain,
Very truly yours, J. T. B.

From the size of the town in which you are located, I should think that your line of business is rather overdone; and then when you consider that your advertisements are smaller than any other person's in the same line, that may account for you not getting the results you would like to have.

The advertisements are very neat and state the case intelligently, and if they are located as you say, entirely surrounded by reading matter, they ought to bring results.

Then again, you state that you only use one evening paper. Perhaps you are using the wrong paper to get results. There may be other papers in your town that might pay you much better.

* * *

ROCKFORD, IOWA.

I inclose herewith an advertisement which appeared in a recent number of the *Rockford Gazette*. Mr. Whitney, editor of the *Gazette*, is responsible for the idea. The advertisement can hardly fail to attract attention. What do you think of it? Yours truly,

LEONARD G. LEWIS.

The advertisement inclosed shows an announcement of a wall

paper firm, and right in the middle of the advertisement is pasted a sample of wall paper.

This is an idea that could easily be put into practice any place where the circulation of a newspaper is exceedingly limited. It is easy enough to paste these on a few hundred copies, but it would not answer for use in any newspaper having a very large circulation. The gain would not justify the time and trouble spent.

* * *

We have at present a wholesale and retail store with the above line in this city of 15,000 inhabitants. We do a business of \$150,000, with a stock of \$60,000. A store house worth \$22,000 and warehouses in several parts of the city. Our expense account for salaries, freight, advertising, office, etc., runs usually \$20,000 to \$22,000, and we have cleared only from \$3,000 to \$9,000 per annum the past five years; the reason we think principally because our line has depreciated in value every year since the World's Fair or business depression of '93. We know our stock is not turned over quite enough, considering that half our business is wholesale, and our expense account is too great. We have a large stock for the amount of business done, but, unlike jobbers in large cities, we have no one whom we can use as a feeder when we are out of anything, as we cannot buy as a rule as cheap as we sell the goods to the dealer.

What do you think could be done to improve matters? Our wholesale business has not been very profitable, but it assists the retail department in preventing goods from becoming shopworn to a certain extent and also helps to buy in quantities at a five or ten per cent better price certain goods that we could not get the additional discount on if we did not do a retail business.

We realize that one thing against us is shipping through the front door of our retail department; loss of time in handling goods too much; loss of time and inability to keep complete track of entire stock for entire force by having scattered in four warehouses; so have just arranged to build a warehouse 66 feet front by 12 feet deep, three floors and good basement, well lighted, hydraulic elevators and conveniences for handling goods quickly; separate our wholesale department from retail department; separate office force as much as possible and give better attention to each department.

We ought to increase our retail department to \$100,000, wholesale department to same amount and not have over a \$65,000 to \$75,000 stock.

We now travel three men and one man in city.

We will thank you for any information which you can give us that may increase our business.

We employ twenty-eight hands; do about \$1,000 advertising; buy goods close, but sell nearly all wholesale on sixty days to four months and about one-third of retail business cash, bal-

ance credit. Do not lose over an average of 1½ to 1¾ per cent on bad accounts.

This year, by reason of advances and heavy buying before all advances, will enable us to make a handsome profit.

Please do not add our name and address when making reply to this in PRINTERS' INK.

Am constant readers of PRINTERS' INK and gain many valuable pointers from it.

Thanking you for any information you may give us, and trusting we are not intruding too much on your time, we beg to remain, Yours truly, A.B.G.

This letter asks a good many questions which are hard to answer from the information given. It, however, answers some of these questions itself.

When you realize that your stock does not turn over often enough, then, of course, you know one reason why you do not make enough profit.

Again, you realize that shipping your goods through the principal entrance of your retail store naturally kills off a large part of the retail trade that would come to your store if you had a presentable and accessible place for them to enter. No lady likes to go into a store to buy tinware and find that just as she enters the door she is liable to run across a truck used in shipping wholesale goods.

Then again, doing a \$150,000 business on \$1,000 worth of advertising is certainly not overdoing the advertising as far as the amount of money expended is concerned.

Here is a moral that I would like to draw for PRINTERS' INK readers.

If you know anything is wrong about your establishment, correct it. If you would only make right the things that you yourself know to be wrong your business is very likely to improve, and as it improves you can yourself find out the other things that are wrong and correct them.

Do not go hunting around for some excuse for bad business or do not inquire how to improve your business as long as you know there are things about it which ought to be corrected. It is useless for me or anybody else to tell you what to do to bring business as long as you have not put into practice the things that you yourself have found out to be necessary.

If You Are a Novice in Advertising

come to us, we will start you right—start you on Street Car Cards. We have years of experience, coupled with the best lines of cars, and the best system; surely this counts for something. We have put other advertisers in the way of making good money out of car cards and can do the same for you.

GEO. KISSAM & CO.,

253 BROADWAY, NEW YORK.

14 Branch Offices.

Written by Roy McClary, Burke, Idaho.

A WAY TO SOLVE THE CIRCULATION PROBLEM

**Make the Newspaper consent to open its
Records unconditionally, and also pay
Expert Accountants selected and di-
rected by Advertisers conducting the
investigation.**

TO THE ADVERTISERS OF THE COUNTRY:

The Journal Company, publishers of THE MILWAUKEE JOURNAL, will give \$1,000.00 in cash to the advertiser or advertising agent who will succeed in bringing about an investigation of the circulation of either of the other English evening dailies of this city under the same instructions given by the T. A. Chapman Company of this city for the investigation of THE MILWAUKEE JOURNAL, and by the same expert accountants, Messrs. Stuart & Young, of Chicago, recommended to the T. A. Chapman Company by *The Chicago Tribune* and *The Chicago Times-Herald*.

In addition thereto, upon completion of such investigation or investigations, as the case may be, the Journal Company will give \$1,000.00 in cash to each paper so investigated.

The Journal Company, through solicitors and in print, tells advertisers that the city circulation alone of THE MILWAUKEE JOURNAL is larger than is the total circulation of either of those papers.

THE JOURNAL COMPANY,

L. T. BOYD, Secretary.

MILWAUKEE, WIS., April 19, 1900.

The correspondence submitted herewith explains itself:

THE CORRESPONDENCE.

T. A. Chapman Company, Milwaukee, Wis., March 13, 1900.—The Journal Company, Milwaukee, Wis.—Gentlemen: The representatives of the Journal and Evening News have frequently interviewed me as the representative of the T. A. Chapman Company, one of the large advertisers, and insist upon putting into effect increased rates for advertising. The representatives of both

newspapers contend that advertising rates should be determined by the extent and quality of circulation. The quality of the circulation of a newspaper cannot easily be determined because largely a matter of opinion. The extent of a circulation can be accurately and positively ascertained. Your representatives claim the daily paid circulation of your newspaper to be in excess of 20,000, and to be double the daily

paid circulation of the Evening News. The representatives of the Evening News claim its circulation to be 18,000 and its city circulation to be as large as your city circulation. The representatives of each newspaper assure me that they are willing to allow advertisers to determine for themselves its true circulation, and to pay the expenses necessarily incident thereto.

As the question of circulation is a matter of fact which no talk, bluff or bluster can affect, permit me to inquire as evidence of your sincerity:

First—Are you willing to permit me to employ my own representative to determine in my own way your true paid daily circulation, and to that end to open your subscription lists and books of account unconditionally to a person to be selected by me? This includes the private accounts on your books, showing the receipts of cash and the entries following the cash to the bank, and your bank account; also the accounts showing the amount of paper purchased and used by you; and any other entries, items or accounts or information having any bearing upon the circulation.

Second—Are you willing to pay the expenses necessarily incident to such examination, and to deposit with me your certified check for \$500 as security, for that purpose?

In determining the extent of circulation I assume that you mean paid circulation, which does not include "extras" or newspapers given away; and that subscribers who are more than a year in arrears should not be considered as paid subscribers, but rather as a part of the free circulation of the newspaper.

If you are willing to allow such examination and for that purpose deposit such check with me, I am to understand thereby that the time when and during which such examination is to cover is to be determined by me. If you accept this offer and deposit the check, any refusal on your part to open your subscription lists or books of account, entries or items, or furnish any records or information that the person selected by me may consider necessary, will be considered as a withdrawal of your offer and the person selected by me will discontinue his examination.

This letter and any further correspondence in regard thereto are not to be published without my consent. I on my part agree to make known to you the results as to circulation obtained upon such examination.

Very truly yours,

GEO. F. MILLER.

The Milwaukee Journal, Milwaukee, March 14, 1900.—Mr. Geo. P. Miller, for the T. A. Chapman Company, Milwaukee, Wis.—Dear Sir: Answering your favor of March 13, we take pleasure in handing you herewith our certified check for \$500 to cover expenses necessarily incident to making an examination of the circulation of the Journal by your representative.

We agree with you that a newspaper wishing an examination of its circulation for the express purpose of interesting advertisers, should not be permitted to name any conditions whatsoever. The advertiser's ideas alone must control such an investigation.

In this way the investigation will show what becomes of every sheet of paper that comes from the mill and goes through the press. Very truly yours,

THE JOURNAL CO.,
L. T. BOYD, Mgr.

T. A. Chapman Company, Milwaukee, March 16, 1900.—Mr. L. T. Boyd, General Manager Journal Company, Milwaukee, Wis.—Dear Sir: We have employed Messrs. Stuart & Young, public accountants of Chicago, Ill., to make the investigation as to your circulation. A representative of that firm will call upon you and commence the examination on Wednesday, March 21. Very truly yours, T. A. CHAPMAN CO.,
By GEO. F. MILLER, Pres.

The Milwaukee Journal, Milwaukee, March 16, 1900.—Mr. Geo. P. Miller, for the T. A. Chapman Company, Milwaukee, Wis.—Dear Sir: Your favor of March 16 duly received, notifying The Journal Company that you have employed Messrs. Stuart & Young, public accountants of Chicago, to make the investigation of The Journal's circulation and that a representative of that firm will call upon us to commence the examination on Wednesday, March 21.

We beg to inform you that your arrangements are entirely satisfactory to The Journal Company and thank you for the prompt manner in which you have proceeded. Very truly yours,

THE JOURNAL COMPANY,
L. T. BOYD, Mgr.

T. A. Chapman Company, Dry Goods, Milwaukee, Wis., March 16, 1900.—Messrs. Stuart & Young, Public Accountants, 1633 Monadnock Block, Chicago.—Gentlemen: We are large advertisers in the Milwaukee Journal, an evening newspaper published in Milwaukee. That newspaper has put in force an increased advertising rate which it justifies by claiming a large increased daily paid circulation. It offers to permit us to determine in our own way its real circulation, and to that end to open unconditionally to our representative for examination its subscription lists and books showing receipts of cash and entries following the cash on its books to the bank, and its bank account, also the accounts showing the amount of paper purchased and used, and also any other entries, items, accounts or information having any bearing upon circulation.

We desire to secure the services of thoroughly responsible accountants for the purpose of determining the actual average daily paid circulation of the Milwaukee Journal for December, 1899, also separately for January, 1900, and separately for February, 1900; and you have been highly recommended to us as skilled in newspaper accounts by the Chicago Times-Herald and Chicago Tribune. Our representative called upon you yesterday and the compensation proposed is perfectly satisfactory.

In determining the extent of circulation you must exclude "extras" and all newspapers given away or delivered to subscribers who are more than a year in arrears. If any part of the circulation is at a reduced rate you should show separately the extent of the reduced rate circulation. Please also show how large a part of the circulation is in the city of Milwaukee.

Please commence your examination on Wednesday, March 21, 1900, and continue the same until completed. The results are to be regarded as confidential and to be furnished to us alone and not to the newspaper. It is hardly necessary to remind you in making this examination that you should not accept the statements of any person, but proceed entirely in your own way from the most trustworthy basis you can

find. You can, of course, receive explanations from the representatives of The Journal, but should not accept them without verification.

If any books, account or information be withheld from you, please discontinue further examination and report to us. Our only purpose in this examination is to determine the real daily paid circulation of the newspaper so we may be guided as to its value as an advertising medium, and as to the proper advertising rates.

Very truly yours,
T. A. CHAPMAN COMPANY.
By GEO. P. MILLER, Pres.

GEO. P. MILLER GIVES THE RESULT OF HIS INVESTIGATION OF THE JOURNAL'S CIRCULATION.

T. A. Chapman Company, Dry Goods, Milwaukee, Wis., April 6, 1900.—The Journal Company, Milwaukee, Wis.—Gentlemen: When on March 14 you deposited with us a certified check for \$500 to cover expense necessarily incident to making investigation of the circulation of The Journal, pursuant to the terms of our letter of March 13, we consulted the Chicago Times-Herald and Chicago Tribune, who recommended Messrs. Stuart & Young of Chicago as thoroughly reliable accountants, skilled in newspaper accounts. We employed them to determine the actual daily paid circulation of the Milwaukee Journal. We gave them written instructions as to the rules that should govern in making the count. We inclose a copy of our letter to them of March 16, containing such instructions; also their certificate and report showing result of investigation. We are satisfied that their report is correct.

On March 13 we wrote The Daily News a similar letter. That newspaper was not willing to permit us to make a similar examination of its circulation.

Very truly yours,
T. A. CHAPMAN COMPANY.
By GEO. P. MILLER, Pres.

STUART & YOUNG'S CERTIFICATE.

Stuart & Young, 1633 Monadnock Block, Chicago, March 26, 1900. To George P. Miller, Esq., President T. A. Chapman Company, Milwaukee, Wis.—Dear Sir: We hereby certify that the paid circulation (excluding "extras," "advertisers," "exchange" and subscribers one year in arrears) of the Milwaukee Journal and beg to report.

December,	January,	February,
1899:	1900:	1900:
531,716	569,175	538,889

Which gives a daily average paid circulation of, during

December,	January,	February,
1899:	1900:	1900:
21,270	21,891	22,453

Thus the average daily paid circulation for the three months ending February 28, 1900, was—21,864.

Yours faithfully,
STUART & YOUNG.

HOW THE INVESTIGATION WAS MADE.

Stuart & Young, 1633 Monadnock Block, Chicago, 26th March, 1900. To Geo. P. Miller, Esq., President T. A. Chapman Company, Milwaukee, Wis.—Dear Sir: In accordance with the request contained in your letter of the 15th instant, we have made an investigation into the circulation of The Milwaukee Journal and beg to report.

Every courtesy was shown us and all books and papers placed at our disposal. Every question was readily answered and every assistance given to make the investigation as thorough and searching as possible.

Our investigation followed the lines laid down by you, viz.: exclude all extras and all subscribers over one year in arrears and separate the "reduced" circulation.

In arriving at the figures, the utmost care has been taken to see that all "returns" were duly deducted. We also eliminated all copies sent to advertisers, although they could justly be called paid circulation, inasmuch as the cost of the advertisement includes a copy of the paper.

Credit has not been given for "exchange" copies or copies to charities or public institutions. Likewise, no account has been taken of the "sample" copies which may be considered circulation, since they go to persons who are not subscribers to the papers. All "extras" in city and State have been excluded, though proven to have been paid for.

Had these exceptions not been taken into account the true circulation of the paper would have been shown to be much higher than is proven by the figures given. Yours faithfully,

STUART & YOUNG.

[Messrs. Stuart & Young, in making their investigation under the terms imposed by Mr. Miller, not only excluded papers paid for by advertisers and included in their contracts; extras sold at the regular price, but for which The Journal never makes a value claim upon advertisers, but also all papers that were purchased in number by individuals, for special mail advertising purposes; which in some cases numbered as high as 5,000 copies each.—The Journal.]

The total circulation of The Journal for the three months investigated was as follows:

	Dec.	Jan.	Feb.
Total	598,610	633,960	612,378
Less deductions:	7,918	9,974	10,282

Complete copies	590,692	623,986	602,096
Daily average..	23,628	23,999	25,087

The readers of the foregoing letters will observe that in Mr. Miller's first letter, March 13, he mentions the name of The News of this city. Instead of accepting without conditions Mr. Miller's request for an unconditional investigation, as The Journal did, that paper made a great show of publishing what it called a "challenge" to The Journal for a comparison as to circulation. The "challenge" on its face showed that it was devised with the hope of deceiving and in some measure to break the force of its refusal to permit Mr. Miller's representatives to make an examination, should that fact be made public. The paper in question receives insignificant rates for advertising not only in comparison with other Milwaukee papers, but in comparison with the circulation it claims. This it could not do were any considerable part of its circulation pretensions based on facts. The plight into which it has gotten itself is pitiable, but it is where concerns of its stamp are sure to find themselves sooner or later. There are greater offenders than it in this line in Milwaukee and while they are now shielding themselves at the expense of the poor fellows caught to-day, the way is now open to the truth when advertisers wish it.—The Milwaukee Journal, April 7.

*Street Car Advertising
is Good Advertising.*



BECAUSE it reaches all classes, at all times, at a smaller cost, considering "circulation," than any other medium. We can prove this to you if you come to our office. We are always at home and willing to tell you some interesting facts about reaching the public through Street Car Cards.

GEO. KISSAM & CO.,

The Car Card Men,
253 BROADWAY, NEW YORK.

14 Branch Offices.

Written by Roy McClary, Burke, Idaho.

CAPE NOME

TO THE

AZORES

TACOMA, Wash., April 16, 1900.

P. I. Jonson, Esq., New York City, N. Y.:

DEAR SIR—Herewith N. Y. draft \$124, for which please fill inclosed order in duplicate. One lot to be marked R. Roediger, Seattle, Wash., for *Dawson Daily News*, Dawson City, Yukon Territory. The other marked R. Roediger, Seattle, Wash., for *Cape Nome Daily News*, Cape Nome, Alaska. In addition to these orders, please put up in separate package:

3 lbs.	Bronze Blue	at \$1.00.....	\$3.00
1 "	Steel	" " 1.00.....	1.00
10 "	Red Poster	" " 0.20.....	2.00
10 "	Blue	" " 0.20.....	2.00

This lot also to be addressed, R. Roediger, Seattle, Wash., for *Dawson Daily News*, Dawson City, Yukon Territory. For Dawson shipments invoices in *triplicate* will be required for *each lot*.

The news ink is wanted for flat bed presses, speed about 1,500 per hour. Would like to have it stiff as possible. The poster inks, I think, give better satisfaction when thin. As navigation is about to open, and I desire to forward these inks on first boat, I would thank you to give these orders immediate attention, shipping via Northern Pacific Ry. Co., mailing invoices and bills of lading to the undersigned at *Tacoma, Wash.* Your inks, keeping company with the torchbearers of civilization, are gradually getting nearer to the North Pole, last year—of which one of these orders is a duplicate—going to Dawson for a daily newspaper published farthest north of any on this continent. In 1900, for the *Cape Nome Daily News*, they take a still further stride of 2,000 miles in the same direction. Who knows but what, in the 20th century, they will be used for printing newspapers and placards around the Pole itself?

Respectfully yours,

R. ROEDIGER, Tacoma, Wash.

My first order from Mr. Roediger reached me about a year ago, and it was sent to the *Daily News*, Dawson City, Yukon.

This completed my circuit of North America, but now that I have reached Cape Nome, I do not expect to stop until I strike the North Pole. On April 23d I received an order for a barrel of ink, to be shipped to Terceira, Azores. My reputation has been gained solely by advertising, and all the salesmen in the ink trade could not cover the territory from which I secure business. I seldom if ever lose a customer, unless my competitors cut my prices and give credit, but to do this they have to cut the quality of the goods, and in nine cases out of ten the printers return to me with their little tale of woe about being buncoed. Send for my price list.

ADDRESS

PRINTERS INK JONSON,
13 Spruce St., New York.

K

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KISSAM

THE STREET CAR AD-KING

from whose

KIND "KUSTOM KUMS."

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Kards in the kars must kustom bring
or else he kould not kontracts
kapture, summer, winter, fall and
spring. He has the biggest and
the best of all—advertisers who
patronize the street car wall.
If from him you buy, street car
space to try, the service you
can bet will be the best that you
can get. Write to-night.

GEO. KISSAM & CO.,
253 Broadway,
New York, N. Y.

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PERPETUAL
UBLICITY
ROVES
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STREET CAR
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ECURES
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